

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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MOTOR TRUCKS STANDARDIZATION TOPIC AT MEET

Two-Day Conference Of Industries Opens At Washington

Special from A. D. N. Washington Bureau

WASHINGTON, Nov. 11.

Standardization of motor trucks in the interests of more economical and more efficient transportation for the nation was the dominating keynote of the conference of Motor Truck Industries, Inc., which convened at the Department of Commerce today for a two-day session.

The meeting brought together motor truck makers, parts manufacturers, truck distributors, and servicing agencies and owners of fleets of trucks, with an attendance of 200.

The membership of the truck group considers that the interests of 2,500,000 motor truck owners in the United States demands that action be taken to promote greater interchangeability of parts, to develop simplifications which will reduce costs of maintenance and will lessen to a minimum the time which is needed to keep trucks in active transportation work.

The conference is expected to take action on the proposal to standardize the present variety of chassis capacities to four sizes. It has been recommended that there shall be two sizes in the so-called "fast freight" type, 1-ton and 1½-ton, and two sizes for the heavy type class, 2½-ton and 4 and 5 tons.

Simplification and standardization committees, which have been at work for some months, submitted their reports at the conference today. They have been working in close harmony with the Society of Automotive Engineers, it was announced.

During the sessions today and tomorrow wives of the delegates will enjoy sightseeing tours of the principal points of interest in and around the nation's capital. Tomorrow at 12:30 o'clock the delegates will be received at the White House grounds. A banquet will be held at the Hotel Willard tonight.

Committees making their reports on the standardization programs comprise the following:

Rating Committee—Chairman, J. R. Spraker, Atterbury Co.; A. S. More, Selden Truck Corp.; C. J. Helm, Acme Motor Truck Co.; Paul Moore, Garford Motor Truck Co.; Ollie Hayes, Republic Motor Truck Co.; Tom Lippert, Stewart Motor Truck Co.; M. E. Brackett, Clydesdale Motor Truck Co.; E. L. Atkinson, Lange Motor Truck Co.; Sidney Cook, Diamond-T Motor Car Co.

Motor and Motor Accessories Committee—Chairman, C. D. McKim, Continental Motors; vice-chairman, Paul Moore, Garford Motor Truck Co.; J. P. Mahoney, The Buda Co.; H. L. Horning, Waukesha Motor Co.; Charles Balough, Hercules Motor Co.; Z. H. Whiteman, Jr., Lycoming Mfg. Co. Axle, Wheels and Springs Committee—Chairman, Col. Fred Glover, Timken-Detroit Co.; vice-chairman, A. S. More, Selden Truck Corp.; E. B. Ross, Clark Equipment Co.; H. D. Mixer, Eaton Axle & Spring Co.; Walter E. Dugan, Shuler Axle Co.; M. R. Rockwell, Wisconsin Parts Co.; W. N. Jones, Sheldon Axle & Spring Co.

Transmission, Clutches, Controls, Transmission Brakes, Power Takeoffs, etc., Committee—Chairman, A. E. Parsons, Brown-Lipe Gear Co.; vice-chairman, Ollie Hayes, Republic Motor Truck Co.; Lawrence Fuller, Fuller Sons Mfg. Co.; C. M. Gloeckner, Covert Gear Co.; A. R. Ford, Frost Gear & Forge Co.; Charles Cotta, Cotta Gear Co.; K. A. Spurgeon, Muncie Gear Works; E. D. Eckstrom, Mechanics Machine Co.

GEORGE E. DANIELS, vice-president and general manager of the Locomobile Company of America, Inc., who today announces a new "Ninety" model with seven new body types.



NEW LOCOMOBILE MODEL "NINETY"

Announcement Made And First Showing Will Be at Auto Salon

Bridgeport, Conn., Nov. 10.—Announcement is made by the Locomobile Company of America, Inc., of the new model "Ninety," with a price range of \$5,500 to \$7,500 on standard models. There will, however, be several types of custom jobs.

There are seven body types of this new model: roadster, touring, Victoria coupe, Victoria sedan, cabriolet, brougham and inclosed drive limousine. The first public showing of the new "Ninety" will be at the Automobile Salon, Commodore Hotel, New York, November 15.

"The addition of the model 'Ninety' to the Locomobile line of cars," says George E. Daniels, vice-president and general manager of the Locomobile company, "will give us the complete line of cars which have been in demand for years."

"During the current year our plant at Bridgeport, Conn., has undergone many important changes and improvements to make possible quantity production on our complete line to meet this demand."

"The new 'Ninety' is by far the smartest motor car ever turned out by the Locomobile company, and is the last word in roadability, with the finest coach work in the country."

NEW MANAGERS NAMED BY FLINT MOTORS COMPANY

Flint, Mich., Nov. 10.—W. O. Crabtree, sales manager, Flint Motor Company, announces the appointment of George R. Morris, assistant sales manager, effective November 1.

L. F. Barrett has been appointed regional manager for the Eastern territory, with headquarters in New York.

J. H. Lucas has been appointed regional manager for the Southeastern territory with headquarters in Atlanta, Ga.

WAYS AND MEANS COMMITTEE CUTS AUTO WAR TAX

Eliminates Truck, Tires, Parts Levy—Reduces Tax on Cars

WASHINGTON, D. C.,

Nov. 10.—The first decisive step toward elimination of war taxes on automotive products was taken yesterday by the Ways and Means Committee in a secret session.

The tax on passenger automobiles was cut from 5 to 3 per cent.

The 2½ per cent. tax on automobile parts, accessories and tires was repealed.

The tax on automobile trucks was eliminated.

The tax on passenger cars came within an ace of being entirely eliminated when, with the exception of Representative Garner, every Democratic member of the committee voted to remove all taxes on automobiles including the 3 per cent. on passenger cars, fixed in the present law at 5 per cent.

Representative Garner, although expressing himself in favor of tax reduction, is said to have told the committee that he was fearful of the result upon contemplated exemptions for the "little fellow" if the tax on autos was cut off completely.

It was also argued that eliminating the 3 per cent. of autos would cost the government approximately \$30,000,000 annually.

Oakland Co. Sets Shipment Record

New York, Nov. 10.—The Oakland Car Company, a division of General Motors, shipped 8,003 cars in October, a new record, according to advices received here. Production during the month was 8,088 cars. Factory sales exceeded the previous high monthly record of February, 1924, by 14½ per cent., was 146 per cent. above October last year and showed a 63 per cent. gain over September this year.

As the factory has not caught up with dealers' unfilled orders, daily production will be increased through November, December and January.

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COMMISSIONER W. M. WEBSTER, who stressed the need for greater economy, particularly the slashing of sales expenses, in his annual report to the A. E. A. Monday.



FISHER BODY TO ENLARGE FACTORY

Equipment Costing \$500,000 Will Also Be Added to Pontiac Plant

Pontiac, Mich., Nov. 10.—An enlargement of its local factory and an increase in equipment costing \$500,000 was announced here yesterday by the Fisher Body Corporation. Increases are necessary on account of the demand being made for bodies for the Oakland Motor Car Company and by the contemplated business the company expects to have when the Oakland starts putting out its new light six after the first of the year.

Floor space amounting to 60,000 square feet is to be added to the company's already huge local plant. It will make possible the employment of 500 additional men.

The additions will consist of a two-story building 160x150 feet, to be used for a stock room and trim department; a one-story addition to the mill room, to be used for the glue room and wood working department; a third story addition to the main office, releasing 2,500 square feet of space for factory purposes, and the purchase of \$250,000 worth of new machinery to be used on stamping metal at the company's smaller plant, known as the old Beaudette Body Company's shops.

With these additions the Fisher company expects to be in excellent shape to take care of the requirements of the Oakland Motor Car Company, whose bodies are now built entirely in the local plant of the Fisher company.

NORTHLAND CO. TO RUN BUS LINES ALL WINTER

St. Paul, Minn., Nov. 10.—Representatives of the Northland Transportation Company have conferred with members of the State Highway Department and assured them that the bus company would maintain services throughout the winter months in every part of the state by co-operating in keeping the highway free of snow.

VOTE TO DECIDE A. E. A. MERGER WITH M. A. M. A.

Results of Elections Also to Be Announced Today

Special to the Automotive Daily News

CHICAGO, Nov. 10.—Possibilities for completion of the long discussed merger between the Automotive Equipment Association and the Motor and Accessory Manufacturers' Association were bright here today as the delegates to the tenth annual convention prepared to ballot on the proposition of giving the board of directors authority to merge.

Results of the election of national and district officers of the A. E. A. will not be announced until tomorrow morning. It was stated at headquarters of the association today. Balloting started with the opening of the show, but due to the late arrival of many delegates, the voting was slow, and the final counting and results will not be finished before tomorrow.

The following were nominated for officers of the organization:—

For president: N. F. Ozburn of the Ozburn Asbestos Company, Memphis, Tenn.; for vice-president: E. V. Henneke of the Moto Meter Company, Long Island City, N. Y.

The following are nominated for three-year directors for district number one: George W. Fleming, Fleming Machine Company, Worcester, Mass.; C. R. Swishelm, Crescent Tool Company, Jamestown, N. Y.; and G. L. Brunner, Brunner Manufacturing Company, Utica, N. Y.; one three-year director, one two-year director, and one director whose term of office lasts one year are to be elected for the first district.

The candidates for the two-year term, one of whom will be elected are: C. S. Owen, Chapin Owen Company, Rochester, N. Y.; E. N. Tarbell, Tarbell Water Company, Springfield, Mass.; and W. S. Foskett, Albany Hardware Company, Albany, N. Y.

The candidates for director, one-year term are: R. P. Green, E. P. Austin, H. D. Taylor Company, Buffalo, N. Y.

Other nominees are:—

Second district (three-year director): R. W. Shreiner, A. Ankles and S. Elin.

Third district (three-year director): D. S. Brislin, F. R. Hall, T. K. Quinn.

Third district (two-year director): R. N. McGregor, H. P. Kerans, A. P. James.

Fifth district (three-year director): F. H. Suter, E. M. Cumings, H. W. Lang.

Sixth district (three-year director): F. J. Tenk, T. M. Brooks, W. W. Lowe.

For two-year director: H. E. Patterson, Noah Van Cleef, C. F. Hodgson.

Eighth district (for two-year director): H. J. Banta, C. F. Wright, E. O. Hunting.

Ninth district (one-year director): W. P. Kearney of Niagara Falls, Ontario.

President W. T. Morris in his welcoming address yesterday asked the convention to give the board of directors full power to complete the negotiations.

"I highly advocate the merger," said President Morris to the convention. "As a member of both associations, I believe that the motor trade would be benefited by having one organization. I ask that you delegate to the board of directors full power to proceed with the plans and make the final decision."

The delegates will vote on the question at the second general session tomorrow morning. It is expected that the plans advocated by President Morris will be adopted.

Both organizations have appointed committees to confer on the merger question. The first meeting was held at Montreal several weeks ago. The results of this meeting will be announced tomorrow morning.

(Continued on Page 2)

CHIEF COMMENTS ON PRODUCTION

Government Official Makes Survey of Ex- ports and Output

Special from A. D. N. Washington Bureau

WASHINGTON, Nov. 10.—The decline in American passenger car and truck exports from 37,635 in August to 28,361 in September, was contrasted by the return of production to a place near normal, Irving H. Taylor, acting chief of the automotive division of the Department of Commerce, explained today in his latest survey of foreign business.

The combined production of United States and Canadian plants during September was 332,759 passenger cars and trucks, as compared with 259,526 during the preceding month, while the assembly of American cars abroad was lower than during September than in any previous month of the year.

Exports of all automotive products from the United States and Canada during September were valued at \$30,254,434, as compared with total exports during August valued at \$31,243,310. These value figures indicate, Mr. Taylor pointed out, that while there was quite a considerable decrease in actual vehicle exports, the trade as a whole has not suffered to any great extent. The exports of assembly parts increased over \$1,000,000 in value—a feature particularly significant when an explanation of the current trend is attempted.

Foreign dealers and factory branches stock up with cars during August in order to prepare for the shows during September and October," Mr. Taylor said. "Another factor that slackened exports was the opening of an assembling plant in Australia, which naturally would increase the exportation of parts for assembly."

Light car exports showed the greatest decline of any type of motor vehicle, the current figures show. This may be the result of increased competition from the European light car, Mr. Taylor explained, but is probably caused to a greater extent by the "involuntary curtailment of exports on the part of one manufacturer whose improved model necessitated a slow up in production during August."

A. E. A. to Vote Today on Proposed M. A. M. A. Merger

(Continued from Page 1)

ing at the general session of the convention.

Seventy members of the A. E. A. are also members of the Motor and Accessory Manufacturers' Association, President Morris pointed out. It would mean a great deal to them if the two groups consolidated. The membership of the A. E. A. is made up of 280 jobbers and 250 manufacturers. The M. and A. M. A. has 400 members, all manufacturers.

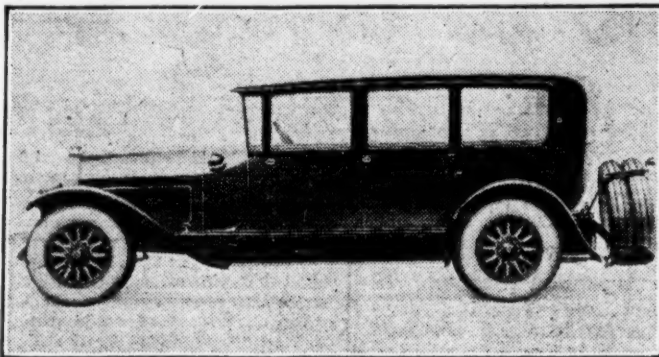
With President Morris firmly advocating the merger, all indications are that definite steps will be taken before the convention ends Saturday.

The need for greater economy was stressed by Commissioner W. M. Webster in his yearly report to the convention yesterday.

"More thought should be devoted to the recommendations of Secretary of Commerce Herbert Hoover," said the commissioner. "We should cut down our sales expenses to the minimum."

Eleven jobbers and three manufacturers were voted into the A. E. A. yesterday. The new members were initiated immediately, President Morris officiating.

NEW LOCOMOBILE "NINETY." This is one of the new model Locomobiles announced today. Story on Page 1.



Federal-Mogul in Heavy Production

Detroit, Nov. 10.—From January 1, until October 1, the Federal-Mogul Corporation produced between nine and ten million bearings and bushings, officials report. An average production of over 1,000,000 pieces monthly, or better than 50,000 pieces over estimated capacity of the combined plants, was maintained.

Fall business in hand is good and officials of the company report a tremendous volume of incoming business, sufficient to warrant full time operations throughout the fall months. Many contracts now being placed by automotive vehicle manufacturers carry delivery specifications spread over the first quarter of 1926, indicating much confidence for that period.

MOON OCTOBER SALES 72% AHEAD OF OCTOBER, 1924

St. Louis, Mo., Nov. 10.—Moon sales for October are 72 per cent. ahead of the sales for October, 1924, according to W. R. Brashear, assistant general sales manager of the Moon Motor Car Company. In a recent interview he said, "Both Moon and Diana sales for October are far ahead of expectations. Closed cars comprise the greater volume of the October sales. However, in both Florida and California there is still a big demand for roadsters. The output of the Moon plant for November will be 45 to 50 cars per day and present indications are that the company's business in November will be far ahead of that of November, 1924."

De Paolo, Speed King, To Retire, He Says

Culver City, Cal., Nov. 10.—In a wire received at speedway headquarters this morning, Peter De Paolo, speed king, declared that he will retire from the racing sport after the Thanksgiving meet to be held on the local track.

De Paolo, who has eclipsed the careers of any of the speed kings, states that he has a great ambition—that of winning the coming event on Turkey Day and that he will then go into retirement. Immediately after the meet at Charlotte, N. C., tomorrow, De Paolo will express his Duesenberg to Los Angeles to prepare for the 250-mile grind there.

Road Aid Funding To Be Continued

Special from A. D. N. Washington Bureau

Washington, D. C., Nov. 10.—There is not the least doubt that the \$75,000,000 yearly voted by Congress to aid in the construction of roads will be continued every year until the present road program is completed, congressional leaders assert.

Federal aid then will be asked towards helping the states in maintenance and upkeep of roads. Even if the entire automobile war tax should be removed, at this or some future session of Congress, it is believed that the demand for Federal aid in maintaining roads already constructed and in extension of roads will be too strong to go unheeded.

For the most part, congressmen believe in Federal aid, although there is strong opposition from several sections of the country, notably in the East.

PIERCE-ARROW SALES IN HEALTHY GAINS

Buffalo, N. Y., Nov. 10.—Passenger car shipments from the Pierce-Arrow Motor Car Company's factory at Buffalo during October, 1925, showed an increase of 37 per cent. over October, 1924, according to President Myron E. Forbes.

Truck and bus business for the past month showed an increase of 32 per cent. over the same period for last year.

"The Pierce-Arrow factory is now running at full capacity, with expectations of continuing so throughout the year," says President Myron E. Forbes. "The healthy condition of business all over the country will in all probability keep automobile sales at an unusually high level throughout the remainder of the year."

FORD BRANCH BUSY

Portland, Ore., Nov. 10 (By U. T. P. S.).—F. H. Hull, manager of the Portland branch of the Ford Motor Company, has left for the Ford factory at Detroit to attend a convention of Ford branch managers. He will take back with him glowing reports of the advances made by the Portland branch. At present the plant is employing 500 men and turning out from 100 to 105 cars and trucks per day.

Neglect of Automobiles Source of Big Losses

CHICAGO, Nov. 10.—More than a billion dollars a year are wasted by neglect in the maintenance of automobiles, according to delegates attending the joint session of the National Automobile Chamber of Commerce, Inc., and the Society of Automotive Engineers at the Hotel La Salle today. The concluding session was held this afternoon.

Neglect in lubrication and adjustments is the bane of the manufacturers and dealers' existence was the general consensus. Many evils contribute to the waste, including faulty brakes, wheels out of alignment, worn parts, etc. To faulty brakes is attributed a large percentage of fatalities. It was estimated by one engineer that more than 50 per cent. of the accidents are due to this cause.

H. L. Horning of the Waukegan Motor Company was chairman of the opening session, and L. H. Pomeroy of the Aluminum Company of America officiated at the concluding session. The discussions were led by Frank Jardine of the Aluminum Company of America, M. A. Thorne of the Tidewater Oil Company, F. E. Edwards of the Automobile Laboratory of Chicago, C. L. Sheppy, J. C. Talcott and Charles Pleuthner of the Pierce-Arrow Motor Car Company, Carl Breer and John Squire of the Chrysler Motor Corporation.

Prominent among those in attendance were:

William McComb, Spicer Mfg. Co.; W. T. Munro, W. T. Munro Mfg. Co.; H. W. Einstein, Retail Delivery Association; A. R. Sauot, General Motors Corporation; Oliver B. Zimmerman, International Harvester Company; Guy W. Motz, S. A. E.; R. M. Williams, Packard; J. A. C. Warner, S. A. E.; T. H. Wade, Dodge Bros.; George E. Underhill, Durant; R. R. Tutor, Indiana Piston Ring Co.; John C. Talcott, Pierce-Arrow; T. A. Stalker, Packard; Godfrey B. Spier, Vacuum Oil; R. C. Small, Indiana Piston Ring Co.; F. A. Schuman, Studebaker; John A. Shell, Morse Chain; W. W. Sanford, Skinner Automobile Devices Co.; Ralph C. Rognon, Automotive Service Association of New York; J. A. Purvis, The Texas Co.; Roy O. Morris, American-La France Fire Engine Co.; C. E. Moore, Lyon Metallic Mfg. Co.; Harley W. Lake, Vacuum Oil; W. L. Kessinger, Graham Bros.; S. E. Jamieson, Paige-Detroit; P. M. Hughes, Franklin; F. C. Willy-Overland; B. C. Hinckley, Hinchley, Myers Co.; W. R. Griswold, Packard; J. C. Gorey, Gorey & Co.

Lester A. Garrard, Standard Oil Co. of N. Y.; E. W. Dryer, Cadillac; Joseph R. Dick, Flint Motor Co.; A. B. Cumner, Autocar; Robert H. Craig, E. C. Stratton Motor Co.; R. C. Collins, Reo; Ray E. Cole, Dodge Bros.; H. R. Cobleigh, N. A. C. C.; V. C. Clark, Auburn; Harry F. Bryan, Ensign Carburetor Co.; S. R. Crater, Franklin; E. J. Bray, Colt, Birmingham & Bray; R. A. Bonham, Durant; Donald Blanchard, New York; Sidney Revin, Tidewater Oil Co.; A. Benhoff, Willy-Overland; H. B. Bachman, Autocar; Howard Campbell, Motor Service; Hiram Newwohner, Moon; Harry V. Miller, Sayers & Scoville; John W. Mills, Chevrolet; James L. Beaubien, Paige-Detroit; M. Nicholls, Cadillac; Nicholas Dreyardt, Cadillac; A. W. Kenersorf, the White Co.; W. S. Rogers, the White Co.

CITY USES PUMPER WITH PIERCE-ARROW CHASSIS

Alliance, Neb., Nov. 10.—A powerful pumper engine mounted on a Pierce-Arrow chassis has recently been purchased by this city as the latest addition to its fire fighting equipment. This powerful pumper engine will deliver 700 gallons a minute, and is strong enough to throw four streams of water over the City Hall.

Today's Standing in the Time Payment Poll

BALLOTS received to date from automotive dealers expressing their opinion as to what the maximum down payment should be and the maximum time for complete payments:—

	No. Votes.
One-quarter of purchase price.....	46
One-third of purchase price.....	745
One-half of purchase price.....	186
Eight months.....	44
Ten months.....	61
Twelve months.....	772
Eighteen months.....	100

Average per cent. of sales in which a used car is taken to cover first down payment, 61.

FINANCE FIRMS TO MEET SOON

Program for Association Gathering in Chicago Announced

CHICAGO, Nov. 10.—C. C. Hanch, manager of the National Association of Finance Companies, has announced the program for the second annual convention of the organization to be held at the Hotel Sherman in Chicago on Nov. 16 and 17. It covers matters of vital concern to automobile finance companies, bankers, automobile dealers, manufacturers and the general public.

The program follows:—

Monday, Nov. 16.—10 a. m., Conference called to order by A. E. Brooker, St. Louis, president and selection of chairman; 10:30 a. m., "Automotive Financing from the Standpoint of the Finance Company," by Henry Ittleson, president Commercial Investment Trust Company, Inc., New York city; 11 a. m., "Automotive Financing from the Standpoint of the Banker," by A. W. Newton, vice-president First National Bank, Chicago; 11:30 a. m., "Automotive Financing from the Standpoint of the Dealer," by C. E. Gambill, Chicago, president National Automobile Dealers Association; 12 noon, "Automotive Financing from the Standpoint of the Manufacturer," by A. R. Erskine, president Studebaker Corporation; 12:30 p. m., Adjournment for luncheon; 1:30 p. m., "The 'Safety Zone' of Automotive Financing" (illustrated), by C. C. Hanch; 2 p. m., Open discussion; 5:30 p. m., Adjournment for the day; 7 p. m., Annual banquet (informal), A. E. Brooker presiding; entertainment.

Tuesday, Nov. 17.—10 a. m., "Used Car Paper—Indorsed or Not Indorsed by the Dealer (Recourse)," by A. J. Morris, president Industrial Acceptance Corporation, New York city; (Non-Recourse), E. S. Hare, vice-president Hare & Chase, Inc., Philadelphia, Pa.; 11 a. m., Discussion; 11:30 a. m., "National and State Legislation," by E. P. Morris, South Bend, Ind., chairman Committee on Legislation of the N. A. F. C.; 12 noon, "Interchange of Service Between Finance Companies," by J. T. Cronkite, president Commonwealth Securities Company, Wichita, Kan.; 12:30 p. m., Adjournment for luncheon; 1:30 p. m., "Organization Services," by C. C. Hanch, Chicago; 2 p. m., "Association Benefits," by Ernest N. Smith, general manager, American Automobile Association, Washington, D. C.

NEW CAR SALES REPORTED MOVING AT HIGH LEVEL

CANTON, O., Nov. 10.—Winter auto sales showed a big gain the first week in November, after a month or more of sluggish buying, a survey of the principal dealers in Canton and district disclosed.

Improvement has been evident since the first of the month. Warmer and fair weather which has prevailed since the unseasonable snow subsided also has been a factor in stimulating sales of new cars, dealers said.

Renewed activity in buying of new cars is traceable to improved industrial conditions in Canton district, factories of all kinds having started on greater production schedules this month. On the strength of promised prosperity this winter, there have been double the number of inquiries for new cars this week, dealers said.

Studebaker

Studebaker sales have picked up due to the warmer weather and improved industrial conditions, an official of the company said. The coach and coupe still lead in demand, although there is some call for the special jobs. No interest is apparent in open cars.

Cleveland

Inability to get cars is retarding business at the Cleveland Auto Sales Company, distributors for the Cleveland motor cars, officials said this week. This concern has a number of cars sold, but has been unable to get delivery from the factory, despite the fact that Canton is only sixty miles south of Cleveland. The small sedan seems to have the call at this time with the larger sedan also popular with the buying public.

Hudson-Essex

There has been no let-up in Hudson-Essex sales, according to Jim Schlemmer of the Hudson-Essex Company here. The coach in the Essex and the sedan in the Hudson are selling faster than deliveries can be made, Schlemmer said.

Chevrolet

Improvement is reported in Chevrolet sales the past week, there being more queries than during any week in the previous month. The coupe and coach are the best sellers at this time.

Willys Knight—Overland

Willys Knight and Overland business the past several days has been normal, and some difficulty has been experienced by dealers in being able to get enough cars to meet the immediate needs.

Ford

Sales continue brisk in Ford cars, the coupe and sedan being the most sought models. Orders are being listed for future delivery as far ahead as spring. It is with much difficulty that deliveries are being made, according to Monnot & Sacher, local dealers.

CEDAR RAPIDS, IA.

Cedar Rapids, Ia., Nov. 10.—October saw new car sales take a slight drop that was quite in line with the general business conditions prevailing. It also saw the Hudson-Essex sales go to new heights, a thing that George Craft of the Hudson-Essex Sales Company remarks on with pride.

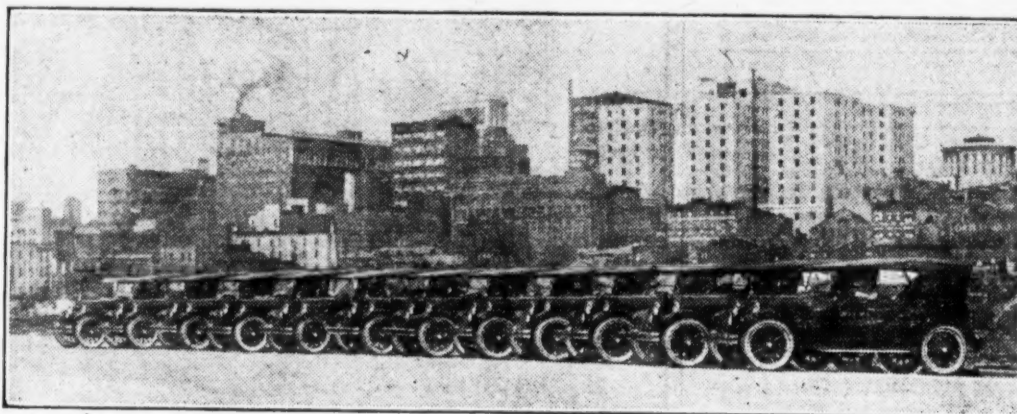
Travel and business conditions are slowing up new car sales temporarily, but when the new corn hits the market dealers expect things to take a spurt.

More than seventy-five deliveries were reported for the month from the Rude Motor Company, Ford dealer.

SAN PEDRO, CAL.

San Pedro, Cal., Nov. 10.—Prosperity without a parallel is

ON POLICE DUTY—The Dodge fleet purchased this summer by Columbus, O., for its Police Department is seen here, lined up for inspection. According to Chief of Police H. E. French, the Dodge cars were chosen for their "adaptability to the new floating patrol system of police protection," a new experiment with Columbus for the protection of its residential sections.



BUFFALO SALESMANSHIP SCHOOL IS STARTED

Buffalo, N. Y., Nov. 10.—The school of automobile salesmanship under the auspices of the Buffalo Automobile Dealers Association and the New York state Department of Education got away last week to an auspicious start. President Bull of the association greeted the twenty men selected from a large number of applicants for the initial class.

W. E. Burress, of the National Automobile Dealers Association, was present and gave the students their first sales lecture. Future lectures will be by heads and sales managers of local distributors.

BIG SHIPMENT OF WILLYS CARS REACH DECATUR

Decatur, Ill., Nov. 10.—A special train of forty-four cars, loaded with Willys-Knight and Overland cars, valued at \$150,000, arrived in Decatur last week for W. C. Starr, local distributor. It required three days to unload them, the shipment coming in fours and sixes. A big parade of these new machines and hundreds of owner-drivers celebrated the arrival of the special train. The \$17,000 special car, brought from England as the royal car, headed the parade. Starr covers eleven counties and thirty-eight salesmen are employed.

CHRISTMAS CAMPAIGN

Kansas City, Nov. 10.—A "Buy a Car for Christmas" campaign is to be launched here in a few days under the auspices of the Kansas City Motor Car Dealers' Association. The campaign will be featured with newspaper advertising and special window displays.

being enjoyed by the automobile dealers of San Pedro up and down "Auto Row," and more than \$100,000 has been spent for cars this month. This amount would have been doubled if many of the dealers could have made immediate delivery.

The sales records that are being made here have no equal in the history of "Auto Row."

The Clark K. Cook Company, Ford dealer of this city, is just beginning to get cars that will supply in part a few of the 170 orders it has on file.

Jack Phillips, Buick dealer, made a special trip to the factory to get cars.

Harry Rosenfeld, manager of Rosenfeld & Morehead, Inc., Hudson-Essex dealers, has been burning up the wires in a plea for more cars.

The new Ajax has been received with enthusiasm, and a number of orders placed.

The selling of cars has practically settled down to one issue—it is not how many cars can be sold but how many cars can be obtained from the factory.

Don Shortz, Chrysler dealer; the San Pedro Motor Car Company and the George Clark Company, Dodge dealer, are among the more fortunate ones, as they can make deliveries on nearly all models.

With the Distributors

PRICE DROP BOOSTS HUDSON-ESSEX SALES

Spokane, Wash., Nov. 10.—Since the last reduction in the price of Hudson and Essex cars the sales of John Doran Company, Inland Empire distributor, has increased to an average of eight per day, Walter Evans, sales manager, announced.

ROAMER PRESIDENT APPOINTS NEW DEALERS

Chicago, Nov. 10.—A. C. Barley, president of the Roamer Motor Car Company of Kalamazoo, Mich., spent a few days here visiting C. Y. Kenworthy, Chicago distributor. He announces the appointment of L. G. Caruthers of St. Petersburg as the new Roamer distributor in Florida. Mr. Kenworthy has assigned the Roamer selling franchise in this district to the Serv-well Garage, Evanston, operated by

Maurice McGowan and Albert A. Farr.

STAR SALES INCREASING DAILY IN CALIFORNIA

San Francisco, Nov. 10 (U. T. P. S.).—H. W. Curtis, director of sales for the Durant Motor Company of California, predicts that the Star car will continue its present large volume of sales in California throughout November and December. Curtis gives some figures of the gain in sales of Star cars during last month. He says that sales increased 162 per cent. in Los Angeles county, 132 per cent. in San Francisco, 235 per cent. in Alameda county (which includes Oakland) and 93 per cent. in Fresno county. The increase in the city of Los Angeles was an even 200 per cent. and in Oakland it was 297 per cent.

WILLYS CONTEST SPURRING SALES

Toledo, Nov. 10.—Rivalry is running keen between Washington (D. C.) Overland sales of the Wardman-Justice Motor Company, and the Willys-Overland Toledo branch, in the Willys Derby, in which 5,500 Overland dealers and 10,000 retail salespeople from all over America are fighting for the \$35,000 in prizes offered by John N. Willys.

The contest started October 1 and ends December 1. The prizes range from a new Overland six de luxe sedan to watches, diamonds and scores of other lesser prizes. There are 740 prizes in all.

The Toledo retail Overland branch sold \$175,000 worth of new automobiles in October, and Washington, D. C., handled within a few thousand dollars of the amount.

The same rivalry and exchange of letters and telegrams is daily going on in scores of other cities all over the United States.

The event was originated in the Willys-Overland factory and is in celebration of the twenty-fifth anniversary of the entry of John N. Willys into the automobile business.

NEW HUDSON DEALERS IN ILLINOIS TERRITORY

Chicago, Nov. 10.—J. R. Histed, president of the Hudson Motor Company of Illinois, announces the appointment of the following new dealers in his territory: Herman Behrens, Mount Prospect, Ill.; H. & B. Motor Sales, Joliet, Ill.; A. P. Lyle, Barrington, Ill.; Howard Stevenson, Alton, Ill.; Charles Howard, Moweaqua, Ill.; Standard Motor Company, Plymouth, Ill.; A. & B. Motor Sales, Rochelle, Ill.; Auto Parts Company, Tampico, Ill.; P. B. Johnson & Sons, Zion City, Ill.; E. W. Lindgren, Genoa, Ill., and Vaessen's Garage, Sublette, Ill.

for Economical Transportation



There is a huge market for the used cars taken in on Chevrolet new car sales. Almost anyone can afford this lowest cost transportation. So Chevrolet dealers move their used cars easily and quickly with little worry or bother.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring\$525

Coupe\$675

Commercial Chassis\$425

Coach695

Express Truck Chassis... 550

Roadster 525

Sedan 775

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T

Automotive Daily News

—“Of, By and For the Entire Automotive Industry”

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
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 O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

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Standardization

SUPPOSE each sized electric light bulb had a different sized base. Consider the stocks of bulbs that dealers would have to keep to meet the demands of an ordinary day's business.

Obviously an electric light bulb and a motor vehicle are very different pieces of merchandise. But the electric bulb people have nearly eliminated one of their problems by standardization. The automotive industry is still struggling with its problem. It never will reach the degree of standardization that the bulb industry has achieved, but it can reduce considerably the differences that exist among parts and equipment.

Consider the effects of the relatively complete standardization which the automotive industry can reach. If tire dealers were able to meet all demands by stocking, say, five sizes, how drastically this would reduce the investment that must now be carried in stock. If parts were more completely standardized, figure the enormous amount of idle capital that would be released and which is now tied up in stocks of spare parts.

The general effect would be to increase the earning power of present dealers and to make it possible for others to go into the business, because of the lesser amount of capital investment involved.

That cowboy fellow in Canton who drove 2,173 miles in 144 hours chained to the wheel, got his early training on a raw-boned spotted pony, to which he probably had to be chained to keep his seat.

Out in Kenosha they padlock the automobiles of inebriated drivers. What with this and that, the padlock industry seems to be joining the "infant" group in which the automobile and the movie are the rotund wonders.

A Minneapolis bus line owned by the Great Northern Railroad advances its rates. Wasn't it a railroad man who was quoted as having said "The public be damned!"

The National Conference on Street and Highway Safety reports that it costs this country two billions annually to wait for traffic blocks. The way some drivers toot their horns, they evidently think they're going to lose the whole amount.

Here's the opinion ballot below. Please tear it out, check your opinions and mail it to us today!

Editorial Department, Automotive Daily News,
 25 City Hall Place, New York City.

Gentlemen: In response to your inquiry we believe that the following method is the most satisfactory in making sales under the deferred payment plan:—

The cash payment should be:—

One-quarter of the purchase price..... ☐ Yes. ☐ No.
 One-third of the purchase price..... ☐ Yes. ☐ No.

The maximum period allowed for completing the payments should be:—

Eight months ☐ Yes. ☐ No.
 Ten months ☐ Yes. ☐ No.
 Twelve months ☐ Yes. ☐ No.

Eighteen months ☐ Yes. ☐ No.
 Do you favor an even longer period..... ☐ Yes. ☐ No.

What per cent. of new car sales are made with a used car taken to cover the first down payment?.....

Firm name

Address

Individual

Result of balloting to date will be found on Page 2.

Our Own Automotive Family Album

By Kessler

The Boyhood Days of Our Industry's Leaders



JESSE G. VINCENT, VICE-PRESIDENT PACKARD MOTOR CAR CO. STARTED STUDYING MECHANICAL ENGINEERING AS A BOY WITH A CORRESPONDENCE SCHOOL.

Sales Scents

Colin Campbell, vice-president Durant Motors, Inc., has a good story that he likes to tell that has a mighty good moral on retail selling.

It goes this way:—

A few years ago, when the "subscription book" business was flourishing in almost every part of the country, an experienced crew manager took a crew of ten beginners into a certain territory to work it out.

His problem was the same then as the sales manager in any line of business meets today—getting his men to work consistently, and in the right way.

After cutting the territory up into districts and assigning the men, he spent a half day with each one in the field and departed to get another crew going somewhere else.

He returned in about three weeks and found four men on the job.

This was about what he expected, because he knew the mortality in this line is high.

He called the remaining four together and asked for their experiences.

ONLY ONE WAS SELLING—the other three were sticking through sheer nerve.

Questioning brought out various complaints—poor section—prospects have no money—the eternal list of excuses.

These alibis were new to these new salesmen—they are new to some one every day—but they are old to you.

And the man who was selling—how was he doing it? His explanation was just this: "Every day I ask fifty people to buy—one out of every ten does it."

The other three thought they were trying, but a careful check-up

4,000,000 PRODUCTION
 In the Observer column of Tuesday's edition of the Automotive Daily News a typographical error made the estimate for next year's automobile production read 1,000,000 instead of 4,000,000.

revealed that they were making only from five to ten calls a day.

The best Asker was the best Seller.

Everybody knows this, especially the modern merchant. The salesman knows it—he knows it is right in theory—but he won't prove it in practice.

The beggar on the street corner knows it—he practices it, asks everybody—and gets results.

The street vendor knows it—he practices it—asks all comers, and he gets results.

Your children know it—when they want a new bicycle or roller skates—they practice it—and they get results.

How are you attempting to make them ask for the car you sell?

Remember, the best Asker is the best Seller!

TOURISTS IN CANADA

Montreal, Nov. 10.—Motor tourists from the United States brought \$150,000,000 in revenue to Canada in 1925, according to estimates of government officials. This amount is equal to a quarter of the value of the dominion's wheat crop and approximates the value of the annual mining output in Ontario, Quebec and British Columbia combined. More than 2,000,000 American automobiles, it is estimated, have crossed into Canada this fall. They carried approximately 9,000,000 people, or a number equal to the total population of Canada.

STROMBERG IN ENGLAND

London, Nov. 10 (U. T. P. S.).—Stromberg Motor Devices, Ltd., have taken premises at Milman's Street and Cheyne Walk, Chelsea, London, S. W. 10, for the production of Stromberg carburetors. British-built Stromberg carburetors will be on this market in less than two months, it is anticipated.

DILUTION

Dilution is always present in the oil supply, is always a menace, and cold weather makes it worse. Water and Gas dilution, and Sulphurous Acid, combining with abrasive Grit, form SLUDGE, the enemy of the motor. THE KINGSTON OIL AERATOR AND FILTER is the sludge remover. Remember this: It is the *only* device on the market that removes BOTH grit and dilution—grit by filtration and dilution by aeration. Thousands of motorists are asking for more information. Be ready to tell them the story.

An Excellent Opportunity for Distributors of High Class Specialties.

Byrne, Kingston & Company
 Kokomo, Indiana

Branches: New York, Chicago, Detroit
 Distributors in all principal cities.

KINGSTON
OIL AERATOR & FILTER
"The Sludge & Filter Remover"



Camping Outfits Pushed Along With Full Line of Cold Weather Accessories

BOSTON, Nov. 10 (U. T. P. S.).—Motorists' camping outfits displayed alongside of supplies for cold and storms have been presenting a strange analogy in the window displays of several accessories stores in this city this week.

The answer is that local dealers are getting business coming and going, for while those who have to battle with New England's rigorous winters are preparing their cars for the cold and storms, hundreds of others are getting ready for a trip into the sunny Southland.

The Florida land boom has hit the shrewd Yankee hard and also many others here, neither shrewd nor Yankee. The accessory dealer is getting the benefit.

Business in accessories is very good here. The past week was one of the best of any fall season. Good weather helped, but the big factor is that the automotive business in general is good here, and more cars are being sold and used than ever before.

The first of November is the signal for the New Englander motorist to equip his car for the tough months ahead.

Winter Accessories

Last week the big sellers in the trade were alcohol and non-freezing fluid preparations; radiator hoods, side curtains, tire chains, automatic windshield wipers, robes and car heaters.

Glassmobile curtains are having a big run, according to James F. Cowan of the James F. Cowan Company, Inc., New England distributors of this product.

Dealers report that several preparations to use instead of alcohol to prevent radiator freezing are taking hold, and the public express their approval of these fluids over plain alcohol.

Driving Gloves

A number of dealers have picked up business by displaying warm driving gloves, and even the repairment stores have pushed women's gloves for driving to the front in the accessory display.

The headlight and brake testing campaign by the registrar of motor vehicles continues unabated through the state, and accessory dealers and repair shops are naturally reaping the benefit.

This is the first November that dealers realized that camping supplies were not dead stock after Labor Day. Dealers have declared that some of the best bills sold last week were to parties contemplating motor trips to Florida and who have heard that living quarters are scarce in the boom state. Head tents, camp stoves, blankets and single cots have the call in this line.

A number of folks who have open and closed cars turned in the former during the week for overhauling, painting, etc. Many left instructions to have these curtained or glassed in.

The demand on oil is for lighter fluid for this season.

Dealers are carrying better than normal stocks on the whole and probably will during the rest of this month for every indication points to the best November for accessory dealers.

Scotch plaids, reminding one of steamer rugs have been made up in auto robes and they sell well through this section.

CHICAGO

Chicago, Nov. 10.—Accessories sales continue good, despite a slight drop from the point established two weeks ago, dealers here report. Dealers as a whole are pleased with the continuance through the early part of this month of the good business which marked October

Gasoline Price War Ends in Kansas City

Kansas City, Nov. 10.—The gasoline price war that has been going on in Kansas City for several months has come to an end. Independent dealers who have been selling gasoline from 2 cents to 5 cents a gallon under the prices of the larger companies have "quit the fight," and now are charging the standard price—14.9 cents, plus taxes.

as one of the best periods of the current year.

Walter D. Tuff, general accessories dealer, states that last week was good, although a falling off over the previous week was notable, especially in the sale of winter accessories. The decline is attributed to an advent of Indian summer weather, which has made many motorists put off the purchase of real winter accessories. A lively demand for spotlights, stoplights, spark plugs, and the steady-selling lines of accessories continues, however, and the company looks forward to a good month. The Chicago Auto Equipment Company characterizes the past week as "fair," with steady sales, and a good portion of advance orders for winter accessories coming in. Ignition system parts have been selling well, and bumpers are enjoying steady sales, as they have for the entire fall season.

Robes, Covers

Beckley-Ralston Company reports that sales during the past week have been as good as the previous period, with a good demand for winter accessories, windshield wipers, robes, radiator covers, etc., and attribute the steady sale of such accessories to their large country trade, which has helped keep sales up to the good average of the past month.

LONG BEACH, CAL.

Long Beach, Cal., Nov. 10.—Accessory dealers in this territory report that business in that line has shown no noticeable increase within the past week.

According to Charles L. Barnett of Barnett & Sons, wholesale and retail dealers of Long Beach, the recent cut in the price of new car models has not materially affected the accessory business, as most of the stores carry a full line of replacements, and depend on the old models for the bulk of their trade. Mr. Barnett stated that, "with the exception of chains and other wet weather accessories, very few articles show a marked difference in sales."

New Retail Plan

A new retail plan is now in the making, according to one dealer, which was verified by other merchants. The tentative plan, as understood by the retailers, involves the appointment of exclusive dealer representatives by a large Los Angeles concern, whose identity would not be divulged. In a general way the plan is somewhat similar to that employed by the United Cigar Stores in appointing drug store dealers. While dealers in this territory are in a sound financial condition, the chain-store plan will make possible the carrying of much bigger stocks by member dealers at less cost, it is said.

It is declared by interested dealers that more complete details will soon be made public.

Equipment News

WIRE WHEELS LEAD

London, Nov. 10 (U. T. P. S.).—The India Rubber Journal remarks that one marked feature of the recent Motor Show at Olympia was the strong tendency of manufacturers to adopt the wire wheel in preference to other designs. The following estimate is made of wheel equipment on 1926 autos: Wire wheels 36 per cent.; steel spoke wheels 31 per cent.; disc wheels 18 per cent.; wood wheels 15 per cent.

JUPITER PLUGS IN DEMAND

Seattle, Wash., Nov. 10.—Business of the Northwest's latest spark plug factory, that of the Jupiter Spark Plug Company, is growing at a rapid rate. The company has been compelled to refuse some orders during the last week from outside territory, company officials state. Required material will soon arrive to enable the company to maintain its steady output.

IN NEW QUARTERS

Kansas City, Nov. 10.—The Jones Bearing and Parts Company, of which J. Elmer Jones is president, has been forced by expanding business to seek new quarters and now is located in the Coca Cola Building, 2145 Grand Ave. The company has double the space in its new location.

Leather Upholstery Vogue Growing With Auto Mfrs.

CHICAGO, Nov. 10.—According to officials of the Tan-ners' Council of America, in convention here last week, American motor car builders are turning more and more to leather upholstery for their enclosed models.

Advantages of the leather finishing are that it is cooler in summer, does not retain dampness, is more hygienic because it does not retain dust and germs, and is easily cleaned, according to the officials. One of the exhibits at the convention was a Dodge Brothers Type B sedan which was upholstered entirely in real leather.

ENGINEERS PAY VISIT TO WIRE WHEEL PLANT

Buffalo, N. Y., Nov. 10.—Members of the engineering societies of Cleveland and Detroit visited the Wire Wheel Company and other automotive plants on the Niagara frontier last week.

TIMKIN SPRING REPORTS WINTER PROSPECTS GOOD

Elyria, O., Nov. 10.—The Timkin Spring Company, manufacturers of auto springs, report a good line of business coming their way, with plenty of orders on their books

and excellent prospects for the future.

IOWA AUTO SPRING TO HAVE NEW BUILDING

Des Moines, Ia., Nov. 10.—The Iowa Auto Spring Company, manufacturer of automobile springs and similar accessories and parts, will occupy a new building at 14th Street and Grand Avenue January 1. Work on the building, which will be one story high, with 13,800 square feet floor space, was started this week. The structure will be of brick and steel. Rapid increase in the volume of business made the new plant a necessity to keep up with the influx of orders.

SHEURING TO MANUFACTURE AUTO TOPS AND CURTAINS

Joslin, Ill., Nov. 10.—Charles Sheuring has opened a factory here for the manufacture of motor vehicle tops and curtains. A complete outfit of machinery has been installed.



Only General Motors could achieve such a Six

To the Automobile Dealers of America

THROUGH the Oakland Division, General Motors will shortly announce an entirely new six-cylinder automobile of tremendously broad appeal.

This newest member of a famous family will be the fruit of the resources, engineering skill and manufacturing experience gained by General Motors in more than seventeen years of leadership.

It will combine elements of appearance, performance, and engineering design which will win for it immediate public acceptance.

It will be built by Oakland and distributed as companion to the present Oakland Six.

This double franchise promises to become one of the most profitable in the industry.

Every automobile dealer in America—regardless of size, location or present affiliation—is invited to write at once for complete details. Address Oakland Motor Car Company, Pontiac, Michigan.

Here and There Among Those Attending A. E. A. Show at Chicago

Of the 5,000 members attending the A. E. A. show at the Coliseum, William Burke of the American Auto Lamp Company is one of the two men who brought their wives to the convention. The other is W. C. Aubenger of New York, a manufacturers' representative.

N. Y. GANG PEPPY

Members of the Boosters' Club Thirteen of the Automotive Equipment Association appeared at the Boosters' banquet last night with a nine-piece band, composed of New Yorkers, which played a special song composed for the Gotham club. The New York representation is the most enthusiastic organization at the convention.

COWBOY ATMOSPHERE

So far Pete Murray of Dallas, Tex., holds the distance record of all representatives at the show. Pete created a mild sensation by appearing in the lobby of the Congress Hotel last night in a dinner suit topped by the regulation five-gallon sombrero of the Texan cowboy. Pete also entertained at the Boosters' banquet last night with an original version of an Indian war dance.

N. S. P. A. POSTPONES

The date for the show of the National Standard Parts Association convention was set back from November 5 to 7 to November 16 to 18, by the board of directors. The postponement was due to restrictions placed upon the show by officials of the A. E. A., with whose show the other would conflict. The new convention of the parts as-

sociation will be held at the Hotel Sherman here, it was announced.

CHRISTMAS PARTY

When A. E. A. boosters sat down to dine last night, they found beside each plate an invitation to "the biggest event of the twentieth century," a Christmas party to be given by the Missouri Valley Boosters Club, December 20, 1925. Reservations are limited to 5,000, and it is expected that they will soon be filled. The Missouri Club promises a bang-up good time for every one attending.

DETROIT STEEL PRODUCTS CO.

Detroit, Mich.
(SPACE NO. 319)

The Detroit Steel Products Company of Detroit is using its space at the A. E. A. show here this week for the reception of out of town visitors. They are, however, making a display of ten representative types of passenger car springs, featuring the "Raised D" trademark, and the slogan "Made to Manufacturer's Specifications." The company is represented by Manager Winbarn, W. T. Huddle of the advertising department, O. C. Hendry and F. C. Pruitt, district managers.

E. EDELMANN & CO.

Chicago
(SPACE NO. 354-355)



BREAK-NOT BATTERY TESTER

Among the units being displayed at the A. E. A. show by E. Edelmann & Co., Chicago, are the Edelmann driving lamp, Comet spotlight and the new Break-Not hydrometer. The latter is claimed by officials of the company as a vast improvement in construction and general appearance over its former standard instrument. Other products being displayed by Edelmann are the Jumbo grease gun, the Autoray spotlight, the Four-In-One screw driver and the Imp cigar lighter.

With the



CARBURETERS

YOU CAN GET
Higher Horse Power
Lower Fuel Consumption
Easier Starting
Greater Flexibility
No Carbon—Monoxide
30 Days Free Trial
Desirable Territory Open
WRITE

JUHASZ-CARBURETER-Corp.
250 WEST 49TH ST., NEW YORK

Why Are Battery Dealers Flocking to USL?

The Reasons

- 1—USL Initial Car Equipment
Means large volume replacement sales for the USL distributor.
- 2—USL Complete Line
Both a medium and low priced line of USL auto and radio batteries.
- 3—USL Quality
The quality which 10,000 USL dealers find easy to sell.
- 4—USL Low Prices
Meet all competition.
- 5—Convenient Source of Supply
There is a USL Central Distributor near you.
- 6—USL Exclusive Features of Constructions
Fumed lead oxides; machine pasted plates; covers with moulded-in lead bushings.

3—USL Quality

USL has built batteries for 27 years—MILLIONS of them—and USL quality has pleased millions of users. The makers of 65% of all cars being built use USL batteries either exclusively or as partial equipment. 10,500 USL service stations and dealers sell and endorse USL batteries. In three months this year 1,841 battery service stations became USL distributors. What higher tributes can be paid USL quality? Write for details on the USL Franchise. You will find USL quality easy to sell.

U. S. LIGHT & HEAT CORPORATION
Niagara Falls, N. Y.

USL Pacific Coast Factory Oakland, Calif. USL Canadian Factory Niagara Falls, Ontario USL Australian Factory Sydney, N. S. W.

USL AUTO and RADIO Batteries

Description of Exhibits at Chicago

A. C. SPARK PLUG CO.

Flint, Mich.
(SPACE NO. 55-56-57)

The A. C. Spark Plug Company of Flint, Mich., is exhibiting the A. C. Speedometer for Fords, along with its regular line of spark plugs at the A. E. A. show here this week. Also the A. C. Air Cleaner, for extracting dust from the carburetor intake, is being shown. The company is represented by W. S. Isherwood, sales manager; O. B. Letts, J. C. Hines, A. S. Holmes, J. E. Stone, R. T. Merrill, V. J. Snively, assistant sales managers, and E. McGinnis, advertising manager.

BUCKEYE BRASS & MFG. CO.

Cleveland
(SPACE NO. 225)



BUCKEYE BEARING

An attractive display of brass bearings is the central feature of the exhibit of the Buckeye Brass and Manufacturing Company at the A. E. A. show in Chicago.

CURTIS PNEUMATIC MACHINERY CO.

St. Louis
(SPACE NO. 207-208-209)

The Curtis Pneumatic Machinery Company, St. Louis, is using three booths at the A. E. A. show to display its products. It is featuring the Curtis tire inflation units in several different representative sizes and types of outfit. It is also showing the Curtis air mist car washing system and the compressor units for paint spray work.

All outfits are shown operating under actual working conditions, and one of the outfits has a compressor with a glass crank case electrically lighted on the interior so that operation of the splash oiling system may be observed.

CUNO ENGINEERING CORPORATION

Meriden, Conn.
(SPACE NO. 152)

The Cuno Engineering Corporation of Meriden is featuring its Out-O-Site ash receiver at the A. E. A. show. The receiver is built of ample capacity, and the opening in the top is sufficiently large to conveniently permit of the disposal of ashes. It can be clamped to any convenient part of either wood or metal dash by means of a single screw driver or small wrench, this being the only tool required for its installation. The bowl and clamp are finished in black enamel and the top flange ring is heavily nickle-plated. It is being exhibited at the show for the first time.

LAMINATED SHIM CO., INC.

Long Island City, N. Y.
(SPACE NO. 154)



VERNAV ALL-YEAR-ROUND SHUTTER

The Laminated Shim Co., Inc., is showing for the first time its Junior Laminum Kit which contains a variety of its most popular shims. It is also showing its Vernav all-year shutter for Ford radiators which it claims can be installed without drilling holes. The company is offering three prizes

for the best rear-end slogan submitted during the show, preparatory to a nationwide direct mail slogan campaign among all dealers, garagemen and repairmen.

K-W IGNITION CORP.

Cleveland, O.

(SPACE NOS. 191-192)

The K-W Ignition Corporation, Cleveland, is exhibiting its regular line of automotive goods and is featuring its K-W Ford Coil Unit, K-W springs and contacts and in particular the K-W ignition system. The latter is designed for Ford cars and is a single spark battery ignition system which is used in all Ford coil units, distributing the load equally among them, according to company officials. It has a special arrangement whereby the timing can be obtained with accuracy.

LE COMPTE MFG. CO.

Newark, N. J.

(SPACE NO. 171)

The Le Compte Manufacturing Company, Newark, N. J., is exhibiting its various products at the A. E. A. show and is featuring two new products, the ten-minute crank case support bracket for repairing broken crank case arms on Fords and the Effort-Less oil gauge, also intended for Ford cars. The latter is attached in place of the lower petcock in the crank case and extends outward through the splash apron.

MULTIBESTOS COMPANY

Walpole, Mass.

(SPACE NO. 303-304)



MULTIBESTOS FIBER LINING

Among the products featured by the Multibestos Company, Walpole, Mass., at the exhibit are the brake relining equipment, Multibestos brake lining and Multibestos quick change bands. The company is also showing the Norfolk cotton transmission lining, oil-grooved fiber lining for Ford cars, and also featuring tools for quick change bands.

LAS-STIK PATCH MFG. CO.

Hamilton, O.

(SPACE NOS. 272-273)

The Las-Stik Patch Manufacturing Company, Hamilton, O., is featuring Las-Stik inner tube patches and its radiator hose and cement. It is also showing for the first time its new Las-Stik casing plaster to be used for repairing blowouts in balloon casings as well as cord and fabric.

DAVID LUPTON'S SONS CO.

Detroit

(SPACES NOS. 118-119)

The David Lupton's Sons Company, Detroit, is exhibiting its complete line of products at the A. E. A. show, including its garage equipment steel racks, display counter and shelving, unit shelving, storage shelving and Lupton steel sash. It has an attractive and comprehensive display.

MOSLER METAL PRODUCTS CORPORATION

New York City

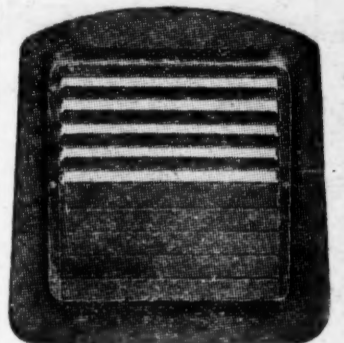
(SPACE NO. 299)

The Mosler Metal Products Corporation of New York City is making a special feature of its Spit Fire timers at the A. E. A. show here along with its regular line of automobile and radio products.

METAL STAMPING COMPANY

Long Island City, N. Y.

(SPACE NO. 210)



MULTIPLE CONTROL RADIATOR SHUTTER

The Metal Stamping Company, Long Island City, is exhibiting, among other products, its Majestic spring bumpers, Lyon resilient bumpers, Weather King radiator shields and Kantslip wiper arms. The Kantslip is attached to any make of automatic windshield wiper, the adjustment forming an integral part of the arm. The company is also featuring its Multiple control radiator shutter.

MCCORD RADIATOR AND MANUFACTURING CO.

Detroit, Mich.

(SPACE NO. 205-206)

Among the McCord exhibits at the A. E. A. show are the copper asbestos gaskets, the cord gaskets, radiators for Fords and McCord original type replacement cores. New products shown by McCord for the first time include the type B cellular and the McCord cellular original type replacement cores.

FRANK MOSSBERG CO.

Attleboro, Mass.

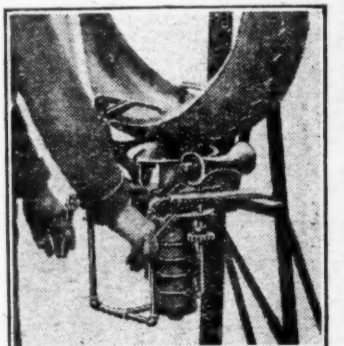
(SPACE NO. 151)

The Frank Mossberg Company, Attleboro, Mass., is displaying along with its regular products such units as its valve grinders, valve lifters, socket sets and special wrenches for Fords. It is featuring its new line of copper jacket wheel pullers.

THE MANLEY MANUFACTURING COMPANY

York, Pa.

(SPACE NO. 99-100-101-102-103)



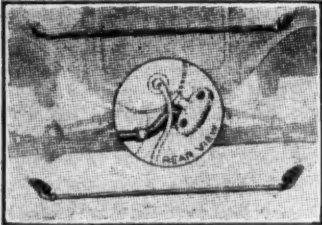
MANLEY TIRE INSPECTOR

The Manley Manufacturing Company, York, Pa., has an extensive exhibit at the A. E. A. show, requiring five booths to set off its products. It is showing for the first time its pneumatic tire inspector, its 3½-ton crane, its workshop unit, its chain hoist trestle and its wrecking crane. Actual operation of the machines is demonstrated by the company's representatives, the machine shop unit attracting particular attention.

Many Manufacturers Show Products

MARQUETTE MANUFACTURING COMPANY

St. Paul, Minn.
(SPACE NO. 278-279-280)



MARQUETTE LAMP AND FENDER SUPPORT

In addition to its other products, the Marquette Manufacturing Company, St. Paul, Minn., is showing for the first time its lamp and fender support for the new Fords. It is a neat, simple fixture that securely braces and anchors the lamps and front fenders. The rod is made of heavy five-eighths-inch cold rolled steel. It has malleable iron brackets.

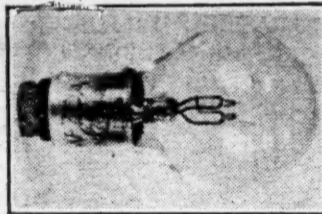
NEW ERA SPRING AND SPECIALTY COMPANY

Grand Rapids, Mich.
(SPACE NO. 164)

New Era Spring and Specialty Company of Grand Rapids, Mich., is making a special showing of its fender guards for Ford rears and its Challenge bumper for Ford fronts. Both are being exhibited along with other products in their line.

NATIONAL LAMP WORKS

Cleveland, O.
(SPACE NO. 4-5-6-7)



MAZDA TWO-FILAMENT HEADLIGHT LAMP

The National Lamp Works of Cleveland, O., is making a special showing of its depressable beam headlight at the A. E. A. show here. A feature claimed for the new light is that it affords a long range driving light and at the same time will give plenty of light when passing another car, without blinding the driver of the approaching vehicle.

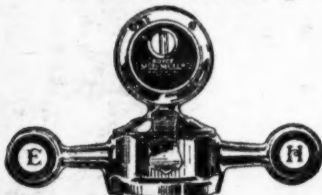
NORTH BROTHERS MANUFACTURING COMPANY

Philadelphia, Pa.
(SPACE NO. 153)

The North Brothers Manufacturing Company of Philadelphia is making a showing of its complete line of tools and shop equipment, including breast-drills, screw-drivers, hand-cutters for brake lining and belting, vises, etc.

MOTO METER CO., INC.

Long Island City, N. Y.
(SPACE NO. 181-182)



BOYCE MOTOMETER

The Moto Meter Company, Inc., Long Island City, is exhibiting its various types of Boyce Motometers at the A. E. A. show, including its de luxe, standard, universal, junior, midjet special truck and tractor models.

NIMS PUMP COMPANY

Stockton, Cal.
(SPACE NO. 180)

The Nims Pump Company of Stockton, Cal., is making a special exhibition of its Nims Water-Circulating Pump for Ford cars and

trucks at the A. E. A. show here. The Nims company is also showing a full line of water-circulating pumps for Fordson tractors.

M. L. OBENDORFER BRASS CO., INC.

Syracuse, N. Y.
(SPACE NO. 204)

A new type of locking for automobile radiators is being announced to the trade for the first time at the Chicago show of the A. E. A. Other products being shown by the Obendorfer company include a new hub cap for Chevrolet cars, new style step plates for Ford cars, a complete line of step plates with and without rubber mats and the line of silver bar caps.

NATIONAL STANDARD CO.

Niles, Mich.
(SPACE NO. 193-194)



STANDARD SPEED-LIFT

The National Standard Company of Niles, Mich., is exhibiting for the first time a new service jack, the Speed Lift, at the A. E. A. show here this week. It is also exhibiting its complete line of jacks, including the three-ton, "Standard Work Horse," the new "Standard Lo-Lift" and a new jack for balloon tires.

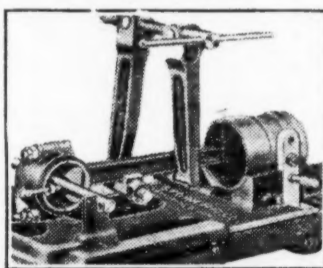
OHIO PARTS COMPANY

Cincinnati
(SPACE NO. 149)

Visitors at the A. E. A. show in Chicago are getting their first glimpse of the improved line of battery terminals put out by the Ohio Parts Company of Cincinnati. The Ohio line of cable assemblies is being shown, as well as new sample cases for terminals and cables.

STORM MANUFACTURING COMPANY

Minneapolis, Minn.
(SPACE NO. 237)



RITEWAY ALIGNER

The Storm Manufacturing Company, Minneapolis, is displaying for the first time at the A. E. A. show its new Rite-way aligner. This device enables the operator to correct errors on the connecting rod without disassembling it from the piston, one operation checking for both twist or bend. A single adjustable bar displaces the usual set of mandrels or bushings. Other units featured by Storm are the Model R. Stormizing machines and the No. 580 Storm automatic honing machine.

PERFECTION GEAR CO.

Chicago, Ill.
(SPACE NO. 265-266)

In the exhibit of the Perfection Gear Company of Chicago at the A. E. A. show may be seen a complete showing of their Perfection silent timing gears, metal timing gears, ring and pinion gears, differential parts and cases, transmission parts and shafts and valve silencers.

Additional lists of exhibits being displayed at the A. E. A. Show in Chicago will appear in the Automotive Daily News every day for the rest of the week.

PENNSYLVANIA PISTON RING CO., INC.

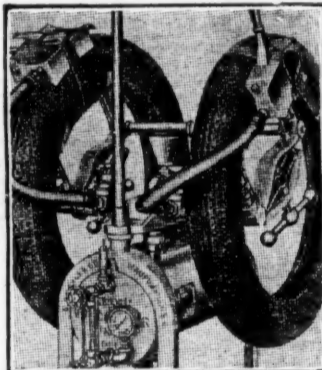
Cleveland, Ohio
(SPACE NO. 122-123)

Piston rings and metal sun visors constitute the display of the Pennsylvania Piston Ring Company, Inc., of Cleveland, at the A. E. A. show. The Pepco No-Rust Metal Visor is built entirely of heavy aluminum, with the metal body of the visor in cloth finish to match the top of the car.

In the Snap-pe-Pep Piston Ring the company exhibits a ring made from gray iron which conforms quickly to the cylinder wall and stops all leaks. Another ring is the Seal-Pep Oil-Drain type built with a milled groove which scrapes excess oil from the cylinder wall and prevents oil pumping.

C. A. SHALER COMPANY

Waupun, Wis.
(SPACE NO. 227-228)



SHALER BALLOON TIRE VULCANIZER

The C. A. Shaler Company, Waupun, Wis., is featuring its balloon tire vulcanizer. In addition, it is showing its complete line of vulcanizing equipment, including vulcanizers of both electric and steam for repair shops, as well as the five-minute vulcanizer, one of its principal products.

THE RAYBESTOS COMPANY

Bridgeport, Conn.
(SPACE NO. 315)

Brake and transmission lining constitutes the attractive exhibit of the Raybestos Company of Bridgeport at the A. E. A. show. The Chatterless and Raybestos (without wire) transmission linings for 1924 Ford cars are the late types, along with the Improved Royal Brake for Ford passenger cars, acting directly on the rear wheel brakes. Royal transmission lining of five-ply cotton, impregnated with oil of high flash test, is also shown.

PISTON RING COMPANY

Muskegon, Mich.
(SPACE NO. 186-187)

Drain-oil piston rings are on exhibition at the A. E. A. show by the Piston Ring Company of Muskegon, Mich. This type of ring is used for only the lowest piston groove and has the proper tension to insure full compression. The grooves are cut at an upward angle and on the down stroke of the piston give easy avenues of escape for surplus oil. Oil relief holes are drilled on a downward angle in the piston groove and back to the crankcase.

PYRENE MANUFACTURING COMPANY

Newark, N. J.
(SPACE NO. 286)

Besides the Pyrene Fire Extinguishers, Phomene and Guardene

N. A. C. C. and S. A. E. Hold Two-Day Chicago Session

CHICAGO, Nov. 10.—Automobile buyers will benefit by the joint two-day session of the National Automobile Chamber of Commerce, Inc., and the Society of Automotive Engineers, which began here yesterday. Leading authorities on motor construction and maintenance addressed the hundreds of delegates, who came from all sections of the Middle West.

In the absence of Alvan Mac-

Cauley of the Packard Motor Car Company, who was booked as chairman of the opening session yesterday, W. M. Warner of the Cadillac officiated. Mr. Warner outlined the purposes of the convention and introduced George Frank Lord, assistant to the vice-president of the Durant Motor Company, who spoke on "Maintenance for the Protection of the Car Owner."

He was followed by D. C. Hinckley of the Hinckley Myers Company, who talked on "Designing With Consideration for Repairman's Tool Equipment."

The N. A. C. C. luncheon at noon proved more than a mere feast, as discussions begun at the morning meeting were continued.

In the afternoon, H. L. Hornung of the Waukesha Motor Company, as chairman, opened the first session conducted by the S. A. E. Mr. Hornung stressed the importance of giving more attention to the requirements of the owner and then the keynote of the session was sounded by Frank Jardine of the Aluminum Company of America, who spoke on "Corro-

sion in Internal Combustion Engines."

He was followed by M. A. Thorne of the Tide Water Oil Company, who presented some new data on engine corrosion. The discussion following brought out some helpful matters relating to lubrication and corrosion.

Today the S. A. E. is conducting the morning session and the N. A. C. C. the afternoon meeting.

Directors of the joint meeting emphasized the fact that President W. M. Webster of the automotive equipment show now in progress at the Coliseum has invited all visiting delegates to attend the exposition on Wednesday. Heretofore only jobbers have been admitted to the annual exhibition, but a departure from the rule will be made this year for the benefit of the engineers.

Members of the N. A. C. C. service committee in attendance at the convention are F. J. Wells of Pierce-Arrow, A. B. Cumner of Autocar, F. A. Bonham of Durant and Secretary H. R. Cobleigh, in addition to Mr. Warner.

The Chicago committee consists of W. L. Kaiser, chairman; H. P. Bryan, G. W. Gaidzik, L. W. Oldfield, H. L. Sharlock, Walton Schmidt and P. S. Tice.

Extinguishers, the Pyrene Manufacturing Company of Newark, N. J., is exhibiting tire and truck chains at the A. E. A. show. The Off'N'On skid chains are easily adjustable and can be readily taken apart. The truck chain is built for heavy duty, comprising types for solid and pneumatic tires. Another feature of this company's exhibit is Chromine, a solution to protect radiators from freezing.

REES MANUFACTURING CO.

Pittsburgh, Pa.
(SPACE NO. 93-94-95)

A complete exhibit of the Rees jacks is on exhibition at the A. E. A. show by the Rees Manufacturing Company of Pittsburgh.

G. A. ROTH MFG. COMPANY

Hastings, Neb.
(SPACE NO. 97-98)

Red Cat products are being displayed at the Chicago A. E. A. show by the G. A. Roth Manufacturing Company. The exhibit includes the Red Cat heaters, auto straps, baggage carriers and combined bumper and fender braces.

THE SIMONIZ COMPANY

Chicago
(SPACE NO. 82-83)

The Simoniz Company, Chicago, is exhibiting its complete line of products, including its new brake juice display container, which it is showing for the first time in the form of a giant brake juice can about four feet tall. It is also displaying its top dressing, road tar remover, leather dressing, motor-life and other products.

A Factory Representative of the Improved Gauge Manufacturing Company

Syracuse, N. Y.
Will Be in Room M-7, Congress Hotel, During the

AUTOMOTIVE SHOW

He will be present to meet the trade and give detailed information about the 20 fast selling auto accessories which his company manufactures.

Blow away the overhead!



Kellogg EM 261-S

1½ horsepower motor
60 gallon tank
8 cubic feet of air
Complete equipment

A Kellogg Compressor in your repair department will enable you to speed up bench work, hasten the cleaning of units of carbon and copper dust without disassembling and eliminate lost motion.

The Kellogg will also meet all your free air problems. Ask us for details.

KELLOGG MANUFACTURING COMPANY
Rochester, N. Y.

\$279⁰⁰ Was \$320⁰⁰

Reading Railroad Gives Bus Operation Program

PHILADELPHIA, Nov. 10.—Steam has not only bowed to electricity and gasoline, but is actually stepping rapidly aside. The coming events that cast their shadows before are clearly indicated in the bus transportation program, released this morning by the Reading Railroad, after announcing Friday night that it had organized a million dollar corporation.

This corporation is to be known as the Reading Transportation Company, as a subsidiary of the railroad, to operate motor coaches over the Reading system. The Reading announced its determination to interweave highway bus service into its steam transportation system to prevent further shrinkage of its patronage to competitive agencies.

Officials of the company said that the system of co-ordinated train and bus service developed is designed not only to modernize transportation, but also to connect more closely the local communities and give them the benefit of through train service by additional connections with main lines.

The Reading is the first railroad in the country to adopt this program, which calls for the complete elimination of 164,316 passenger train miles, as against addition of 265,647 motor coach miles, a net increase of 101,331 miles a year, representing approximately a 60 per cent. increase, making due allowance for the comparatively slight difference between railroad and highway mileage in Schuylkill county.

This represents a healthy increase in the frequency of the service, a vital factor in attracting modern public patronage, but not always possible with rail service as in operating or economic proposition, particularly in single track territory. Adequate facilities will be available for any future expansion which may be necessary due to regular or periodical increases in traffic by means of additional runs or double headed trips.

Illustrative of the methods by which the service will be truly co-ordinated in every practical way the following explanations are given:—

While baggage car traffic, particularly express and milk, has been reduced by public and private motor trucks, units which normally will carry more passengers or baggage traffic than can be transported in a motor coach will be continued as steam trains.

If practice indicates the need for still further refinement it is the intention to operate motor trucks supplementary to the baggage portion of the motor coaches.

Programs of branch line trains and motor coaches will be harmonized with main line trains to allow a reasonable transfer time at junction point for convenience of through travelers.

WASH.-PHILA. BUS LINE APPLICATION IS FILED

Washington, Nov. 10.—Establishment of a motor bus service between Washington and Philadelphia is asked by the Red Star Line in a letter filed with Major W. E. R. Covell, assistant to the utilities commission. Since this would be interstate operation, with no local business, the application probably will be granted.

The fare would be \$5 one way. The company plans to make two trips a day. If the petition is granted the line will start November 16. Although interstate buses already are running between Washington and Atlantic City, Baltimore and Annapolis, this is the first motor route to Philadelphia. The application marks another step in the gradual increase in bus transportation between nearby cities and is looked upon by officials of the commission as further evidence of the district's need for a union terminal in the downtown section for all interstate bus lines.

Gas-Electric Cars Next on Rail Line

Boston, Nov. 10 (U. T. P. S.).—The Boston & Maine Railroad will operate gasoline-electric motor rail cars on 500 miles of its main and branch lines by next spring. An order has been placed by the railroad for twelve motor rail cars and five auxiliary coaches as part of \$500,000 worth of such equipment to be purchased within the next few weeks.

These new type cars will be used mostly on branch lines where the expense of steam locomotive operation is too great for the business.

The new cars will be operated by the present crews of the railroad. They have 250-horsepower engines directly connected to 600-volt generators which deliver the current to two standard 140-horsepower railway type motors mounted on the forward truck.

There are varied types of the cars. The primary units will have accommodations for from thirty-one to sixty eight passengers, in addition to mail and baggage facilities.

REO SPEED WAGON SALES MAKING GOOD SHOWING

Bangor, Me., Nov. 10 (U. T. P. S.).—The Reo speed wagon is going big up in this section. The L. P. Swett Company reports they have just sold one of them to the United States Bureau of Fisheries for use in connection with the hatchery at Orland.

The Swarthmore Chataqua Company has also secured a speed wagon, which they use in touring the small cities and towns in New England. It is expected that the state will equip its police force with these wagons in the spring, following the example of Massachusetts where the state patrol and the National Guard own a fleet of them.

This same railroad is also buying a large fleet of buses for its other lines.

Another gasoline triumph is recorded here during the week on another railroad running out of Boston. This is the New York, New Haven & Hartford Road, which has trains on the branch line between Hingham and Hull with beautiful parlor car buses.

Neb. Has 34,290 Trucks on Road

Lincoln, Neb., Nov. 10.—More than 34,290 farm and commercial trucks are being used on Nebraska's principal market roads, State Engineer Ray Cochran estimates on basis of the 1925 registration figures for motor carriers in the state. The number was increased 62 per cent. during the last five years, and agricultural statisticians say it is an important advancement in efficient marketing of agricultural products.

"Since the increase in motor trucks has taken place in spite of adverse conditions brought about by the deflation period, it may be assumed that the truck is playing an important part in the reduction of farm expenses," state officials deduce. Farm trucking of livestock to the south Omaha markets increased over 50 per cent. in the last year, U. G. Brown, rate expert of the Nebraska Railway Commission, has estimated on the basis of figures compiled in his office.



ANNOUNCING A NEW
Locomobile
MODEL "NINETY"

\$5500 to \$7500, with Custom Built Bodies.
This new model is an important part of a complete line which includes Model 48, Series 10, \$7,400 to \$12,000, and the Junior Eight, \$1785 to \$2285, a light refined "straight eight." All Prices F. O. B. Bridgeport, Conn.
LOCOMOBILE COMPANY OF AMERICA, Inc., Bridgeport, Conn.

LOCOMOBILE
The Best Built Car in America

Co-operation Needed in Tire Standardization

First Installment of Survey

WASHINGTON, Nov. 10.—Further details on standardization of tire sizes as viewed by the allied automotive industries are revealed in an exhaustive survey conducted by the Department of Commerce and given herewith.

Analysis of the returns is made in his report by R. M. Hudson, chief of the division of simplified practice in the department. Companies contributing to the survey are included in the survey and report.

"There is in the proposal for fewer tire sizes a further opportunity to demonstrate the tremendous power that is in co-operative action by all interests for the elimination of waste," says Hudson. "It is through the elimination of such waste as this example affords that the automotive and related industries will find their greatest opportunities for future growth and development."

The Hudson report contains the views of passenger car and truck manufacturers; tire, wheel and rim makers; accessories manufacturers of chains, covers, tire carriers, spare tire locks, rim and repair tools, patches, tube and blow-out, repair molds, and display racks.

Practically all of the passenger car manufacturers whose opinions were sought agreed that "standard tire sizes" can be established "only as the several interests co-ordinate their views, and co-operate in the application and support of whatever standards are ultimately set up." These motor car manufacturers contributed their views on the subject:

MOTOR CAR MAKERS

Brewster & Co., Long Island City.
Chandler Motor Car Co., Cleveland.
Chevrolet Motor Co., Detroit.
Chrysler Corporation, New York.
J. Cunningham, Son & Co., Rochester.
G. W. Davis Motor Car Co., Richmond, Va.
Dodge Brothers, Inc., Detroit.
Elcar Motor Co., Elkhart, Ind.
Franklin Automobile Co., Syracuse.
The Gardner Motor Co., Inc., St. Louis.
Gray Motor Corp., Detroit.
Hudson Motor Car Co., Detroit.
Hupp Motor Car Corp., Detroit.
Moon Motor Car Co., St. Louis.
The Nash Motors Co., Kenosha.
Nordyke & Marmon Co., Indianapolis.
Olds Motor Works, Lansing.
Packard Motor Car Co., Detroit.
The Peerless Motor Car Co., Cleveland.
The Pierce-Arrow Motor Car Co., Buffalo.
Reo Motor Car Co., Lansing.
The Studebaker Corporation, Detroit.
Stutz Motor Car Co., Indianapolis.
The Willys-Overland Co., Toledo.

Some of the truck manufacturers believe that the situation in their field is much better than in the passenger car line. However, all agree that there is room for further reduction in the tire size list. They are of the opinion that simplified tire sizes mean lower inventories, smaller investment, quicker turnover and greater economy. The following truck manufacturers co-operated with the gov-

ernment in making its investigation:

TRUCK COMPANIES

Acme Motor Truck Co., Cadillac, Mich.
Atterbury Motor Car Co., Buffalo.
The Autocar Co., Ardmore, Pa.
J. I. Case Threshing Machine Co., Racine.
Commerce Motor Truck Co., Ypsilanti.
Diamond T. Motor Car Co., Chicago.
Doris Motors, Inc., St. Louis.
Duplex Truck Co., Lansing.
The Garford Motor Truck Co., Lima.
International Harvester Co., Chicago.
International Motor Co., New York.
Kelly-Springfield Motor Truck Co., Springfield.
Maccar Truck Co., Scranton, Pa.
The Sayers & Scovill Co., Cincinnati.
Selden Truck Corp., Rochester.
Service Motors, Inc., Wabash.
Sterling Motor Truck Co., Milwaukee.
Stewart Motor Corp., Buffalo.
Traylor Engineering & Mfg. Co., Allentown, Pa.
Walter Motor Truck Co., Inc., Long Island City.
The White Motor Co., Cleveland.

As for the tire manufacturers themselves, they seem to feel that they are only meeting the requests of the car and truck builders in supplying a variety of sizes, but are practically unanimous in their expressions for a simplification of the list. They promise 100 per cent. co-operation, stating "it certainly would be a great convenience and saving to all concerned."

However, the big "thorn in the flesh," to quote Hudson, seems to be that the tire manufacturer and motor car designer or engineer will agree on a new size of tire without much regard for the effect which the introduction of a new size has on the general situation in the industry.

Nearly all feel the situation rests mainly with the car manufacturers, he declares, as the tire manufacturers "obviously make only what their customers demand." Opinions on the subject were obtained from the following tire manufacturers:

TIRE COMPANIES

Admiral Tire & Rubber Co., Coshocton, Ohio.
Ajax Rubber Co., New York.
American Rubber & Tire Co., Inc., Akron.
Armstrong Rubber Co., Inc., New York.
Auburn Rubber Co., Auburn, Ind.
Burdick Tire & Rubber Co., Noblesville, Ind.
Carlisle Tire & Rubber Co., Carlisle, Pa.
Carolina Rubber Co., Salisbury, N. C.
The Combination Rubber Mfg. Co., Trenton.
Continental Rubber Works, Erie, Pa.
Cooper Corporation, Cincinnati.
Cord Tire Corporation, Chester, W. Va.
Corona Cord Tire Co., Butler, Pa.
Cupples Co., St. Louis.
Dunlop Tire & Rubber Corp. of America, Buffalo.
Dayton Rubber Mfg. Co., Dayton.
Erie Rubber Corp., Sandusky.
Firestone Tire & Rubber Co., Akron.
Fisk Rubber Co., Chicago Falls.
Gates Rubber Co., Denver.
General Tire & Rubber Co., Akron.
Giant Tire & Rubber Co., Findlay, O.
Gilette Rubber Co., Eau Claire, Wis.
E. F. Goodrich Rubber Co., New York.
Goodyear Tire & Rubber Co., Akron.
Hartford Rubber Works Co., Hartford.

Tire Sales 1,400 in Week at Topeka

Topeka, Kan., Nov. 10.—All tire dealers in this section are reporting heavy business. Their customers are hurrying to get under cover before the next price increase. Fourteen hundred tires were sold here in the last week, according to a compilation of reports by the leading distributors.

Demand in the main is for the standard sizes and high pressure cords. Only about 20 per cent. of the volume is balloons. The greater number of the low pressure tires are going to dealers in new cars who have found that the spare tire extra is a good inducement to wavering customers.

NIGHT BUYING DONE

Glendale, Cal., Nov. 10.—What time of day do people buy tires? At night, states Irwin Smith, head of the Smith Tire Company. While the store is kept open from early morning until late in the evening, the great share of the business transacted comes after dark. Smith has found, when automobile owners have leisure to look around and shop.

GENERAL TIRE PLANT ADDITIONS UNDER WAY

Akron, O., Nov. 10.—Construction work has been started on two additions to the General Tire and Rubber Company factory here. General officials have announced.

They are to be finished by February 15 and will be occupied by March 1. General officials say the additional buildings will increase the capacity of the plant by 50 per cent., in accordance with the company's plans to reach a business of \$25,000,000 in 1926.

The General factory is now working at 80 per cent. capacity. Officials do not expect any let-up for the remainder of the winter. They anticipate the spring rush will begin a month earlier in 1926 than it did during the preceding years, because of the elimination of spring dating this year.

BANKRUPTCY PETITION

East Liverpool, O., Nov. 10.—The Pittsburgh Rubber Company of this city has filed a voluntary petition in bankruptcy, listing \$18,796.25 liabilities and \$2,750 assets.

This concern took over the defunct McLean Tire and Rubber Company here, operated it about six months and then suspended operations. The plant has been idle since.

More Tire Thefts As Prices Mount

Detroit, Nov. 10.—The increased price of crude rubber during the summer and fall months has had its effect on thefts of tires from automobiles, according to Lucien Parker, inspector of police in charge of the automobile division.

According to Inspector Parker, since March of this year thefts of tires from automobiles in this city have doubled.

During that month reported losses to the Detroit police averaged less than nine daily. Then the price of crude rubber began moving upward. As the price strengthened the thefts of tires increased. During October losses of tires averaged 22 a day.

In that month a total of 1,091 automobiles was reported stolen. Of this number 908 were recovered for Detroit owners and 50 for owners outside the city, showing a percentage of 87.8 in recoveries. October was the fourth month of this year when the total of missing cars exceeded 1,000, reports show.

"When we find these cars, most of them are stripped of all accessories," says Inspector Parker. "Tires appear to be the most sought after by the thieves. Second-hand tires have become quite scarce since the price of crude rubber advanced so sharply early in the year."

Rickenbacker

A CAR WORTHY OF ITS NAME

We Congratulate Rickenbacker Owners

We congratulate you on your fine judgment and discriminating taste as proven by your selection of the car you drive.

You have enjoyed for three years, things which old-line companies are just now incorporating in their latest models.

Right now when they are coming out with mammoth display ads, featuring as fundamental improvements in their cars, such things as air cleaners, oil rectifiers, double fly-wheels, four wheel brakes, etc., you can feel that your own judgment was three years ahead of some of the greatest engineers—for you have enjoyed these things as long as you have owned a Rickenbacker.

And today, the used car value of your Rickenbacker is just that

much more than is that of cars which, minus these features, are now obsolete.

We congratulate you.

And now we ask you—is it not reasonable to suppose that the Rickenbacker model of today—the new model just announced—is again two or three years in advance of others in engineering features and body refinements? We assure you this is so.

To prove it you need only match this car in performance against any other. Compare point for point.

Then consider how much more you get at the new reduced prices. You will on that analysis, become a confirmed Rickenbacker owner.

RICKENBACKER MOTOR COMPANY, DETROIT, MICHIGAN

Famous "Six" Prices

Phaeton	\$1495
Brougham	1595
Roadster	1595
Coupe-Roadster	1695
Sedan	1795
De Luxe Coupe	1995

f. o. b. factory, plus war tax

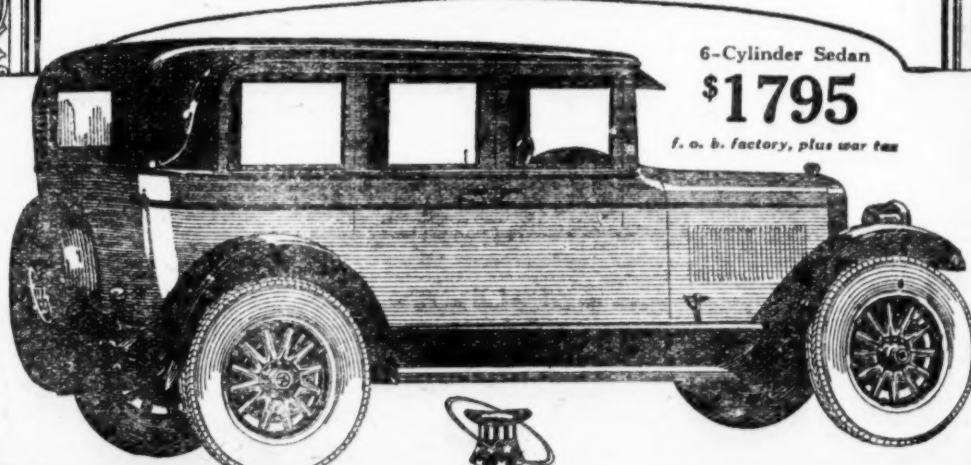
Vertical "Eight" Prices

Phaeton	\$1995
Brougham	1995
Roadster	1995
Coupe-Roadster	2095
Sedan	2195
De Luxe Coupe	2320

6-Cylinder Sedan

\$1795

f. o. b. factory, plus war tax



DISTRIBUTORS WANTED FOR THE

DUMOR

Make-and-Break Ignition Distributor for Ford Cars, Trucks and Tractors

This newly invented Timer for Ford cars operates on the "make-and-break" ignition principle used on all of the larger cars, but heretofore not available for Fords. The "make-and-break" system is universally recognized as the most efficient. It has been incorporated in the DUMOR TIMER in a most simple and practical manner.

Repeat Orders Are Being Received From All Established Agencies.

Call Upon or Write to
GEO. S. BIGELOW
728 Monadnock Block,
Chicago.

Blublaze Motor Specialties Corp.
45 Seventh Avenue
Long Island City,
New York

Financial News of the Automotive Industry

CRUDE OIL YIELD

DROPS SHARPLY

Mexican Production Also Shows a Heavy Decline

Tulsa, Nov. 10.—Domestic crude oil production in the week ended November 7 decreased 27,557 barrels daily from the preceding week, averaging 2,071,348 daily. Light oil comprised 1,444,678 barrels of the daily output, increase of 7,695 over the previous week.

Tampico, Nov. 10.—Production of light and heavy crude oil in Mexico in September totaled 8,530,000 barrels, average of 284,333 daily, against 8,182,000, average of 263,935 daily in August.

Production of light oil from Southern fields was 2,433,000 barrels, average of 81,100 daily, against 2,653,000, average of 85,581 daily, in the previous month.

Heavy oil produced in Panuco and Ebanco fields totaled 6,097,000 barrels, average of 203,233 daily, against 5,529,000 average of 178,354 daily, in August.

Mexican Petroleum Company and Standard Oil Company of New Jersey showed the greatest losses. Light oil output of the former declined 186,000 barrels and heavy oil output of the latter dropped 289,000 barrels. Royal Dutch output of heavy oil declined 140,000 barrels while that of Gulf Oil Company gained 100,000 barrels. Increase of 1,071,000 barrels in miscellaneous heavy oil production accounted for the net gain.

Output of the Toteoco pool totaled 437,000 barrels, Gulf Oil obtaining 192,000 barrels, Mexican Petroleum 180,000, and Mexican Seaboard 65,000.

Year to Show Loss

Washington, Nov. 10.—The total production of Mexican crude oil for the first eight months of 1925 amounted to 82,102,911 barrels. The production has been decreasing since March, and the total for the year will be about 120,000,000 barrels. The petroleum export for the first nine months of the year amounted to 73,719,784 barrels.

Geological status indicates that the area in Mexico which is probably oil bearing is about 150,000,000 acres, the area now being developed 15,000 acres, on a strip about 100 miles wide along the coast of the Gulf of Mexico. On the average the cost of drilling a well is from \$30,000 to \$40,000.

Production of oil began in 1901, but 99 per cent. of the production has been since 1911, the total production up to the end of 1924 being 1,194,991,624 barrels. Nearly all the larger oil fields in Mexico have been connected by pipe lines with the leading coast cities. The Mexican government estimates that there has been \$389,965,562 United States currency invested in the petroleum industry, not including land, which is valued at \$193,194,000.

NEW RED STAR LINE

Wilmington, Del., Nov. 10.—Starting Monday, November 16, Wilmington is to have its second bus line to Philadelphia. It will be the Red Star Line, the terminals of which will be Philadelphia and Washington, passing through Wilmington and Baltimore. There are to be two trips each way a day. The first Philadelphia-Wilmington line was started last Sunday by the People's Rapid Transportation Company.

PAIGE-DETROIT EARNINGS

Detroit, Nov. 10.—The Automotive Daily News in its issue of November 5 made it appear that the net operating profits of the Paige-Detroit Motor Car Company for the first three quarters of 1925 was \$685,141. The correct figure is \$3,043,174 as stated in the first paragraph of the item.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Div.	Advances	High	Low	Close	Net Change
20 1/2	47 1/2	47 1/2	1	Advance Rumely	100	18 1/2	18 1/2	— 1/2
15 1/2	10 1/2	10 1/2	1	Advance Rumely	400	60 1/2	60 1/2	— 1/2
95 1/2	71 1/2	71 1/2	6	Ajax Rubber	1,900	12 1/2	11 1/2	— 1/2
54 1/2	26 1/2	26 1/2	1	Allis-Chalmers	3,600	91 1/2	90 1/2	— 1/2
14 1/2	11 1/2	11 1/2	1	Am. Bosch Magneto	300	33 1/2	32 1/2	— 1/2
44 1/2	27 1/2	27 1/2	1.50	Am. La France	1,800	14 1/2	13 1/2	— 1/2
52 1/2	27 1/2	27 1/2	3	Briggs Motor Co.	1,900	30 1/2	29 1/2	— 1/2
253 1/2	108 1/2	108 1/2	8	Chandler Motor	1,900	46 1/2	44 1/2	— 1/2
111 1/2	100 1/2	100 1/2	8	Chrysler Motor	12,200	237 1/2	232 1/2	— 5 1/2
15 1/2	8 1/2	8 1/2	.80	Continental Motors	200	111 1/2	111 1/2	— 1/2
48 1/2	21 1/2	21 1/2	1	Dodge Bros. A.	14,000	12 1/2	12 1/2	— 1/2
91 1/2	73 1/2	73 1/2	7	Dodge Bros. pf.	25,100	43 1/2	41 1/2	— 2 1/2
28 1/2	10 1/2	10 1/2	2	Edison Axle & Spring	2,200	88 1/2	87 1/2	— 1/2
75 1/2	60 1/2	60 1/2	7 1/2	Electric Stor. Battery	2,200	27 1/2	26 1/2	— 1/2
125 1/2	60 1/2	60 1/2	5	Fisher Body	3,700	123 1/2	120 1/2	— 3 1/2
28 1/2	10 1/2	10 1/2	7	Flak Rubber	16,500	27 1/2	26 1/2	— 1/2
114 1/2	75 1/2	75 1/2	2.50	Flak Rubber 1st pf.	400	110 1/2	110 1/2	— 1/2
38 1/2	28 1/2	28 1/2	7 1/2	Gabriel Snubber	1,100	37 1/2	36 1/2	— 1/2
16 1/2	14 1/2	14 1/2	1	Gardner Motors	1,800	40 1/2	39 1/2	— 1/2
149 1/2	64 1/2	64 1/2	7 1/2	General Motors	65,400	147 1/2	143 1/2	— 4 1/2
114 1/2	102 1/2	102 1/2	7	General Motors 7 1/2 pf.	100	112 1/2	113 1/2	— 1/2
26 1/2	12 1/2	12 1/2	4	Glidden Co.	2,200	24 1/2	24 1/2	— 1/2
74 1/2	36 1/2	36 1/2	4	Goodrich	9,800	72 1/2	70 1/2	— 2 1/2
101 1/2	82 1/2	82 1/2	7	Goodrich pf.	200	101 1/2	101 1/2	— 1/2
114 1/2	85 1/2	85 1/2	7	Goodyear pf.	1,000	113 1/2	112 1/2	— 1/2
42 1/2	30 1/2	30 1/2	2.50	Hayes Wheel	2,700	48 1/2	47 1/2	— 1/2
139 1/2	32 1/2	32 1/2	3	Hudson Motor	51,500	128 1/2	121 1/2	— 7 1/2
31 1/2	14 1/2	14 1/2	1	Hupp Motor	16,500	28 1/2	27 1/2	— 1/2
24 1/2	13 1/2	13 1/2	.50	Indian Motorcycle	1,700	23 1/2	23 1/2	— 1/2
65 1/2	35 1/2	35 1/2	3	Jordan Motor Car	8,200	58 1/2	57 1/2	— 1/2
21 1/2	12 1/2	12 1/2	1	Kelly-Springfield	2,600	18 1/2	18 1/2	— 1/2
74 1/2	41 1/2	41 1/2	6	Kelly-Springfield 8 1/2 pf.	300	69 1/2	68 1/2	— 1/2
114 1/2	87 1/2	87 1/2	6	Kelsey Wheel	1,000	110 1/2	110 1/2	— 1/2
2 1/2	1 1/2	1 1/2	1	Keystone Tire	200	2 1/2	2 1/2	— 1/2
19 1/2	11 1/2	11 1/2	1	Lee Rubber & Tire	200	16 1/2	16 1/2	— 1/2
242 1/2	117 1/2	117 1/2	6	Mack Trucks	10,800	236 1/2	231 1/2	— 5 1/2
113 1/2	104 1/2	104 1/2	7	Mack Trucks 1st pf.	400	111 1/2	111 1/2	— 1/2
106 1/2	99 1/2	99 1/2	7	Mack Trucks 2d pf.	300	105 1/2	105 1/2	— 1/2
32 1/2	10 1/2	10 1/2	3	Marlin Rockwell	200	31 1/2	31 1/2	— 1/2
42 1/2	22 1/2	22 1/2	3	Moore Motors	2,700	38 1/2	37 1/2	— 1/2
44 1/2	40 1/2	40 1/2	3.60	Motometer A	600	41 1/2	41 1/2	— 1/2
35 1/2	18 1/2	18 1/2	2	Motor Wheel	1,400	32 1/2	31 1/2	— 1/2
42 1/2	26 1/2	26 1/2	2.60	Murray Body	1,800	28 1/2	28 1/2	— 1/2
48 1/2	18 1/2	18 1/2	15b	Nash Motor	300	440 1/2	435 1/2	— 5 1/2
109 1/2	102 1/2	102 1/2	7	Nash Motor pf.	400	105 1/2	105 1/2	— 1/2
48 1/2	15 1/2	15 1/2	1.40	Packard Motor Car	16,700	16 1/2	15 1/2	— 1/2
33 1/2	17 1/2	17 1/2	1	Paige-Detroit Motor	15,200	30 1/2	29 1/2	— 1/2
47 1/2	10 1/2	10 1/2	1	Pierce-Arrow	23,000	42 1/2	40 1/2	— 2 1/2
100 1/2	43 1/2	43 1/2	4	Pierce-Arrow pf.	2,300	95 1/2	93 1/2	— 2 1/2
18 1/2	9 1/2	9 1/2	1	Reynolds Spring	2,600	11 1/2	10 1/2	— 1 1/2
36 1/2	15 1/2	15 1/2	1	Spicer Co.	2,100	30 1/2	29 1/2	— 1 1/2
84 1/2	65 1/2	65 1/2	6b	Stewart-Warner	2,700	81 1/2	78 1/2	— 3 1/2
80 1/2	61 1/2	61 1/2	6b	Stromberg Carburetor	200	84 1/2	84 1/2	— 1/2
68 1/2	41 1/2	41 1/2	4b	Studebaker	23,700	65 1/2	64 1/2	— 1 1/2
59 1/2	37 1/2	37 1/2	4b	Timken Roller Bear.	16,700	55 1/2	54 1/2	— 1 1/2
88 1/2	33 1/2	33 1/2	4b	U. S. Rubber	48,400	89 1/2	85 1/2	— 4 1/2
108 1/2	92 1/2	92 1/2	4	U. S. Rubber 1st pf.	1,800	17 1/2	16 1/2	— 1 1/2
104 1/2	57 1/2	57 1/2	4	White Motor	9,000	84 1/2	83 1/2	— 1 1/2
34 1/2	9 1/2	9 1/2	1	Willis-Overland	38,600	30 1/2	29 1/2	— 1 1/2
115 1/2	72 1/2	72 1/2	7	Willis-Overland pf.	1,500	114 1/2	113 1/2	— 1 1/2
32 1/2	16 1/2	16 1/2	1	Wright Aero	300	28 1/2	28 1/2	— 1/2
48 1/2	22 1/2	22 1/2	1	Yellow T. & C.	4,800	32 1/2	31 1/2	— 1 1/2
109 1/2	90 1/2	90 1/2	1	Yellow T. & C. pf.	800	97 1/2	96 1/2	— 1 1/2

NEW YORK CURB MARKET

Sales	High	Low	Last	Sales	High	Low	Last
100 Auburn Auto	55 1/2	54 1/2	54 1/2	250 Federal Truck	42 1/2	42 1/2	42 1/2
500 Bondix Corp.	35 1/2	34 1/2	34 1/2	2623 Packard	46 1/2	46 1/2	46 1/2
350 Cont. Motor	18 1/2	12 1/2	12 1/2	1760 Paige	29 1/2	28 1/2	28 1/2
3300 Hupp	28 1/2	26 1/2	27 1/2	1280 Reo	26 1/2	26 1/2	26 1/2
500 Reo	26 1/2	26 1/2	26 1/2	795 Timken Axle	9 1/2	8 1/2	9 1/2
2500 Stewart-Warner	81 1/2	79 1/2	80 1/2				
530 Yel. T. & C. B.	51 1/2	51 1/2	51 1/2				
355 Yellow Taxi	51 1/2	51 1/2	51 1/2				

CHICAGO

Sales	High	Low	Last
100 Auburn Auto	55 1/2	54 1/2	54 1/2
500 Bondix Corp.	35 1/2	34 1/2	34 1/2
350 Cont. Motor	18 1/2	12 1/2	12 1/2
3300 Hupp	28 1/2	26 1/2	27 1/2
500 Reo	26 1/2	26 1/2	26 1/2
2500 Stewart-Warner	81 1/2	79 1/2	80 1/2
530 Yel. T. & C. B.	51 1/2	51 1/2	51 1/2
355 Yellow Taxi	51 1/2	51 1/2	51 1/2

DETROIT

Sales	High	Low	Last
1780 C. G. Spring	10 1/2	9 1/2	10 1/2
100 C. G. Spring pf.	9 1/2	9 1/2	9 1/2
380 Cont. Motor	12 1/2	12 1/2	12 1/2

(The above table shows Monday's stock movement, complete.)

Current Commodity Prices

STEEL PRODUCTS

Semi-Finished—Gross Tons	November-December
Billets, re-rolling	25.00
Billets, forging	34.00-41.00
Steel bars (hot rolled)	1.90-2.00
Plates (hot rolled)	1.60-1.70
Blue annealed sheets	3.50-3.60
Black sheets	3.25-3.35
Auto body	4.25-4.40
Bands	2.40-2.50
Hot rolled strip	3.75-3.80
Hot rolled strip	2.20-2.30
Pig Iron, Basic	19.50-20.00
Eastern Pennsylvania	21.50-22.00

IRON AND STEEL SCRAP

(Buying prices, f. o. b. New York)	November-December
Heavy melting steel	12.00-13.00
Machine shop turnings	8.50-10.00
Cast iron borings	5.50-10.50
No 1 cast scrap	16.00-17.00

MILL PRODUCTS

Base prices, cents per pound, f. o. b. mill.	November-December
High brass sheets	19 1/2
Copper, in rolls	21 1/2
Zinc, spot, New York	9 1/2
Lead, spot, New York	9 1/2
Aluminum, virgin, 98 1/2	28 1/2

SEAMLESS TUBING

High brass	November-December
Copper	24 1/2

RODS

High brass (round 1/2 to 2 1/2 in.)	November-December
Copper, rods, round	22 1/2

OLD METALS

Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York:	November-December
Heavy machinery	9 1/2
New brass clippings	9 1/2
Auto radiators	7 1/2
Brass, heavy	7 1/2
Brass, light	6 1/2

RUBBER MARKET

Plantations—	November-December
Firax latex crepe, spot	11.01
November-December	11.02
January-March	11 1/2
Ribbed Smoked Sheets, spot	1.00

Reaction in Stocks

Extends to Motors

New York, Nov. 10.—Apprehension over a possible increase in the rediscount rate of the New York Federal Reserve Bank, following the action of the Boston bank on Monday, brought a flood of selling orders into the stock market this morning, with the pressure largely concentrated on stocks which had experienced sweeping advances. United States Rubber broke a point at the opening to 85 1/2, General Motors 3 points to 142, Chrysler 3 1/2 to 230 1/2 and Studebaker, selling ex-dividend, \$2.25 a point to 61 1/2.

Canadian Goodyear Earnings Greater

Montreal, Nov. 10.—Substantial growth in profits, net working capital and reserves are shown by the Goodyear Tire and Rubber Company of Canada for the year ended September 30. Export profits for August and September have not been included in profit and loss account. These profits are much in excess of the profits of the corresponding months of a year ago. C. H. Carlisle, vice-president and general manager, reports that the Canadian rubber industry is in a more stabilized and promising condition today than it has been for some time.

After providing for all manufacturing, selling and administrative expenses and income taxes, profits for the year were \$1,462,852, an increase of \$187,475 over the previous year. Out of this amount \$413,411 was set aside for depreciation of buildings, plant and equipment, leaving net profits of \$1,049,440, an increase of \$211,706. After dividends for prior preference stock, the amount left to preferred was equal to 18.72 per cent., against 14 per cent. the year before, and after allowing for the year's dividends on the preferred the residue for 53,320 common shares of \$10 par value was \$527,452, equal to nearly 10 per cent. The current year's dividends on the prior preference and preferred shares amounted to \$521,988, while \$157,500 was paid on account of arrears and a surplus for the year was left of \$369,950.

American Bosch Stock Is Taken

New York, Nov. 10.—Stockholders of the American Bosch Magneto Corporation have subscribed to approximately 97 per cent. of the 69,133 shares of common stock recently offered by the company. The company, with the proceeds from the sale of this stock, plans to retire all of the bonds outstanding and give the common stock sole claim on assets and earnings.

FABRIC MILL REPORTS

Launch Campaign to Help 'Keep Place Busy'

4. Put up a large card or streamer with the caption "Give

The members of the New York State Jobbers Association are: Albany Hardware & Iron Company, Barker, Rose & Clinton Company, Chapin Owen Company, H. A. McRae Company, Thomas J. Northway, Inc., The Olmsted Company, Onondaga Auto Supply Company, Perry & Sherman, Rappole & Robbins, Inc., S. B. Roby Company, W. H. Rowerdink & Son, Joseph Strauss Company, Inc., H. D. Taylor Company, Treman-Kling & Company, United Accessories Corporation, Utica Cycle and Supply Company and Whipple Company.

For safety, physical inventory is taken twice a year and the to-

This firm has made many sales of new tires to customers coming in for repair jobs on old casings. They make an estimate of the cost of doing the repair and then offer to allow the customer that much on the purchase of a new tire. Many take kindly to the suggestion and order a new shoe rather than put money into the old one.

[Keep winter contact with owners through the service station.

Mr. Eldridge is a University of

On September 10, 1920, Mr. Eldridge was recognized as the choice for manager of the Chicago branch. His record from the outset was noteworthy and he made it the most important retail unit of the Reo Motor Car Company.

Personal Paragraphs

STADD T OSELL HUPPS

Chicago, Nov. 10.—Harry J. Stadd, in the automobile business for twenty-three years, has just been made sales manager of the Lucal-Kelly Company, Oak Park Hupmobile dealer. Mr. Stadd is a former manufacturer of cars, having produced the Dart, which looked like a high-wheeled buggy. He was once chief instructor at the Automobile Educational Institute and was later with the Auto Parts Company as technical director.

GOLF TROPHY FOR JOHNSON

Vancouver, Wash., Nov. 10.—Earl Johnson, a member of the sales force of the Sparks Motor Company of this city, Dodge distributor for southwest Washington, has won the first flight finals in the annual handicap golf tournament of the Clark County Country Club. He received the club trophy.

OGDEN NOW FLORIDIAN

Morrisville, Pa., Nov. 10.—Lester Ogden, manager of the Free Bridge Motors Company of this city, has resigned his position and has moved to Florida, where he is now engaged in the automobile and real estate business. While in business here he resided in Trenton, N. J.

HOOVER VISITS BRANCH

Evansville, Ind., Nov. 10.—William Hoover, proprietor of "Bill's" accessory store here, is visiting his branch store in Louisville. From there he goes to Chicago, to visit the parts and accessories display incidental to the Automotive Equipment Association convention.

LEGION HONORS BLIGH

McKeesport, Pa., Nov. 10.—John F. Bligh, sales manager of the McKeesport Nash Motor Sales Company, has been reappointed chair-

man of the American Legion Department Membership Committee of Pennsylvania. He was a captain of field artillery in the World War.

EITZEN ON SALES FORCE

San Antonio, Tex., Nov. 10.—T. B. Eitzen is the newest auto salesman in San Antonio. He has just joined the Jack Neal Nash Company.

THORNTON BACK IN CHICAGO

Chicago, Nov. 10.—R. B. Thornton, manager of the Chicago branch of the Peerless Motor Car Company, has just returned from a visit to the factory at Cleveland, where he inspected the new light six Peerless which will be displayed later in the month.

FREEMAN ON DEER HUNT

Little Rock, Ark., Nov. 10.—Thomas W. Freeman of Freeman & Freeman, Ford dealers here, is one of a party participating in a deer hunt out of El Paso, Tex., with J. W. Kirkpatrick, president of the Tristate Motor Company of El Paso, as host. Ford dealers from Detroit, Kansas City, Dallas, Oklahoma City, Waco and El Paso joined the party.

MUELLER WITH CHRYSLER

Peoria, Ill., Nov. 10.—Edwin Mueller, identified with the automotive industry as a sales manager, has just joined the S. M. Morse Company, Chrysler dealer at 1800 Main St. Ross Harmon has also joined the force after a tour of the Chrysler plant in Detroit and a study of its sales policies.

SHELLEY IN PORTLAND

Portland, Ore., Nov. 10 (U. T. P. S.).—Thomas F. Shelley, former New York automotive man, has just joined the sales staff of the Braly Auto Company, Franklin distributor here.

Improvements

Pekin, Ill., Nov. 10.—The Davis-Buick Motor Company has been forced to seek larger quarters and will occupy a new building early next year at the corner of Fifth and Margaret Sts. J. M. Davis is the principal owner of the company. It distributes Buick cars in the Tazewell county territory.

IN NEW QUARTERS

Racine, Wis., Nov. 10.—The Lawson Motor Company, Oldsmobile dealer, has moved from its old quarters at 6th and Stannard Sts. into the Lakeview Building at 4th Street and Lake Avenue.

Advertisers in the Automotive Daily News

Apperson Automobile Co.
Automotive Rotary Lift Co.
Bendix Brake Co.
Buick Motor Co.
Byrne-Kingston Co.
Chevrolet Motor Co.
Chrysler Sales Corp.
Continental Motors Co.
Detroit Carrier Mfg. Co.
Durrant Motors, Inc.
Flint Motor Co.
Frick Brothers, Inc.
General Motors Corp.
Hewitt Rubber Co.
Hupp Motor Car Corp.
J. H. Newmark, Inc.
Johnson Carburetor Co.
Kellogg Mfg. Co.
Locomobile Co. of America
Manhattan Insulated Wire Co.
New Departure Mfg. Co.
No-Carb Sales Co.
Oakland Motor Car Co.
Pierce-Arrow Motor Car Co.
Rawlings Co. of America
Rickenbacker Motor Co.
Rowe, Inc., Wm. L.
Ternstedt Mfg. Co.
U. S. Light & Heat Corp.
Wills Sainte Claire, Inc.
Wire Wheel Corp. of America
Wisconsin Parts Co.
Wise Industries, The

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly.

You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.

Incorporations

NEW YORK

Albany, N. Y., Nov. 10.—Incorporations just announced by the secretary of state's office include:—

A. & M. Oil Corporation, Cortlandt, \$30,000; Helen Haupt, C. A. Hoevel and Morris Kornblum, all of 331 Madison Ave., New York city, garage and petroleum products.

Fairfield Garage Company, Inc., Manhattan, \$10,000, garage; Benjamin Moore, 201 West 89th St., Manhattan; J. W. Rosenthal and Charlotte Moore.

Burley Welding and Repair Works, Inc., Brooklyn, \$10,000; for motor vehicle welding repairs; I. V. Schavrien, 50 Court St., Brooklyn; J. A. Weiss and Hyman Epstein.

Harlem Knight Sales Incorporation, Manhattan, \$20,000; automobiles and transfer and express business, Herman Factor, E. W. Blackburn and Charles B. James, 1540 Broadway, New York city.

Rutland Transportation Corporation, \$50,000; to conduct a stage, omnibus or truck route between Chatham, N. Y., and North Bennington, Vt.; P. E. Crowley and A. H. Harris, 466 Lexington Ave., New York city, and G. T. Jarvis of Rutland, Vt.

Bocaj Realty and Mortgage Corporation, Brooklyn, \$50,000; to conduct real estate and automobile financing business; David Davis, 340 Crown St., Brooklyn; Murray Davis and Morris Weiss.

Morford Garage Corporation, Manhattan, \$20,000; garage business; Benjamin Wolfson, Sophie Borkan and Ivy Einbund, 291 Broadway, New York city.

Friedstock Garage Corporation, Manhattan, \$20,000; Joseph Friedman, 2374 Amsterdam Ave.; Sophie Borkan, Benjamin Wolfson and Ivy Einbund, 291 Broadway, New York city.

"Our Foreign Field"

HONDURAS HAS NO AUTO DUTY

Country Admits U. S. Products Free; No Gasoline Tax

By John D. Long

NEW YORK, Nov. 10.—When approached in his consular offices in the Woolworth Building, Consul General Lardizabal, who comes from the country which has bananas and from which we get almost all that we have, expressed his pleasure in telling about the extent to which Honduras is motorized and in describing what is being done in the way of highway construction.

"All our motor vehicles," the consul said, "are imported from the United States. These are mostly passenger cars. There are a few trucks, mostly used in the banana fields, and also a few buses for passengers.

"We admit your automotive products free of duty and have no consumer's tax on gasoline. There is no tax or registration fee on automobiles. Except for property taxes in municipalities, motor vehicles are untaxed in Honduras."

It may be remarked that Honduras is a small country about the size of the state of New York. It is not populous. By the census of 1923 the population was 673,408. By the same census the capital, Tegucigalpa, had 38,950 souls. Good motor roads connect the capital with both the Pacific and Caribbean ports. Cocoanuts and bananas, particularly the latter, are the country's chief exports. Some 15,000,000 bunches of bananas are exported from Honduras to this country each year, a little more than a bunch to every two families in this country.

By last reports Honduras had only about four hundred motor vehicles, or one to every two thousand of her population. If Honduras had the proportionate number of cars that we have, the total would mount to 100,000. By the disparity thus exhibited our manufacturers may measure the potential future market for motor vehicles in Honduras. The country is wonderfully rich in potential mineral and agricultural development and in every part is constructing new roads. It already has about 500 kilometers of surfaced highways.

We shipped to Honduras last year 60 passenger cars and 34 motor trucks. Speaking of road construction, Consul General Lardizabal was disposed to be extremely enthusiastic. While Honduras is mostly mountainous, the government is attacking the problem of road construction with vigor.

"Our observation in the United States," said the consul general, "convinces us that it is more feasible to construct a Pan-American highway than a Pan-American railway, and we are ready to perform our part in the construction of our link of such a Pan-American highway along which your motorists might drive through Central America to South America. We also favor the construction of connecting highways to provide means of transport throughout our own country rather than additional railway lines.

"Road development," continued Consul General Lardizabal, "means much to my country. For example, we grow bananas on our north coast. Labor is high there, and it is cheaper to import our foodstuffs, such as eggs, grains and vegetables, from the United States than to grow them.

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

AGENTS

AGENTS AND DEALERS WANTED to take orders for fastest selling gas saving device on market; sold on "no deposit free trial" to Ford, Dodge and Chevrolet car owners; every one is wanting one. Write for particulars. Apex Sub-Carburetor Co., Indianapolis, Ind.

BUSINESS OPPORTUNITIES

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.00.
12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garage man; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X, Y. Z., Automotive Daily News.

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HAVE excellently located electric service station for sale. Manufacturing takes all my time. A snap for somebody. Write Rasmussen Electric, Fresno, Calif.

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FOR SALE—Patents and copyrights on several successful appliances for testing automobile electrical devices. Box No. 43, Automotive Daily News.

SALESMAN

SPECIALTY JOBBERS and salesmen are doing a nice business with THEF-A-LARM the only inexpensive device that DOES protect accessories, tools and wardrobe besides the automobile itself. Write Rasmussen Electric Mfg. Co., Fresno, Calif.

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BATTERY CABLES

For Ford, Chevrolet, Dodge, Buick, and other cars.

BUY FROM YOUR JOBBER

CATALOGUE UPON REQUEST
Manhattan Insulated Wire Co.,
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TROUBLE LAMPS

WONDERLAMP

Electro Magnetic Trouble Lamp.

Big money maker for agents and distributors. Every demonstration a sale.

THE WONDERLAMP CO.,
Fisk Building, New York, N. Y.

Dealer Doings

NEW HUPP BRANCH

Topeka, Kan., Nov. 10.—A branch Hupmobile dealership has just been opened in Topeka by the W. C. Howard Motors Company of Kansas City. The branch is located at 113-115 West 10th Ave. Joseph Cornelius is in charge.

KRONER BECOMES DEALER

Huntington Park, Cal., Nov. 10.—Following close on the announcement by the Rickenbacker Motor Company that H. Lee Kroner of this city, tied for first place in the September sales contest and therefore won a \$500 prize, comes Mr. Kroner's announcement that he has acquired the Rickenbacker

CHICAGO HAS FIRE

Chicago, Nov. 10.—Two men were hurt and fifty automobiles destroyed by a fire which followed the explosion of a gasoline tank in the basement of the Argyle garage, 5057-59 Broadway. The roof was burned; total damage was estimated at \$60,000.

\$30,000 GARAGE BLAZE

Marion, O., Nov. 10.—Nineteen automobiles were destroyed in a fire at the Belmont Garage here. The loss was estimated at \$30,000.

franchise for Huntington Park and will open a salesroom at 140 North Pacific Boulevard.

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